

Removing the “only the founder can sell” bottleneck and creating a team-led growth system that helped win Stryde’s biggest client.

## WHAT WE’VE ACHIEVED

- ▶ A growth of **£124,000** in ARR, **£620,000** in client lifetime value.
- ▶ An additional **£165,896** in ARR of active new pipeline, **£829,480** of client lifetime value.
- ▶ Supported by improved **confidence/clarity** in pipeline generation and sales execution.

## THE TIMELINE

- ▶ **£24,000** in ARR closed **within days** of the initial strategy + training session.
- ▶ A referral from that win generated an additional **£43,000** ARR deal.
- ▶ **£335,000** of client lifetime value from those two engagements alone.
- ▶ Event outcome, target **10** leads → **17** achieved.
- ▶ A further **£57,000** in ARR, **£285,000** of client lifetime value.
- ▶ An additional **£165,896** in ARR of active new pipeline, **£829,480** of client lifetime value.

## THE CLIENT

**Stryde**, a boutique finance leadership firm, isn’t your typical accountancy outfit, led by Founder/CEO **Kieran James**. Stryde operates with a clear purpose, to deliver full-spectrum financial leadership for scaling SMEs.



# THE CHALLENGE

Stryde's growth was constrained by a familiar professional-services reality, **sales depended on the founder.**

That creates:

- ▶ **Concentration risk:** Revenue generation & growth sits with one person.
- ▶ **Capacity constraints:** Growth limited by founder time and availability.
- ▶ **Forecast uncertainty:** Inconsistent lead quality and conversion without a shared method.

At the same time, Stryde wanted to engage more **higher-value/higher-delivery** verticals creating longer sales cycles, bigger retainers, and a greater need for disciplined qualification.

*"When you move more towards **higher-value/higher-delivery**, you're trading quick wins for **bigger retainers**. That means having the patience & correct processes to let the right deals mature."*

*Kieran James*

# THE BEGINNING (OCTOBER 2024)

R.E.P.R.E.S.E.N.T delivered a **training + strategy session** designed to make sales **repeatable, team-led, and measurable**, not reliant on Kieran being in every sales conversation.

What was installed:

- ▶ **A shared sales conversation framework (consistent messaging + qualification).**
- ▶ **Live practice to build confidence quickly under real conditions.**
- ▶ **Event + follow-up execution plan (roles, next steps, and conversion pathways).**
- ▶ **Methodology gap-spotting to remove friction (strengthening social proof & case studies).**

# THE BREAKTHROUGH: THE WIN THAT LED TO STRYDE'S BIGGEST CLIENT

*"It's not just an art; it turns into the **science** of it."* *Kieran James*

Following the initial training and strategy work, Stryde's team won a client **without the founder needing to be the sole salesperson**. That client then **referred Stryde into another organisation**, which became **Stryde's biggest client**.

This is the compounding effect a good sales system creates, one controlled improvement produces downstream, high-value outcomes.

# COMMERCIAL OUTCOMES

## 1 Immediate revenue + compounding value

From the initial session, Stryde reported:

- ▶ **£24,000 closed shortly after the session.**
- ▶ **£43,000 additional deal via referral.**
- ▶ **£335,000 in client lifetime value from those two relationships alone.**
- ▶ **£90,000 in of active new pipeline (£450,000 of client lifetime value).**

## 2 Event performance: more, better qualified opportunities

After the success of the initial project, R.E.P.R.E.S.E.N.T supported Stryde at an event in 2025:

- ▶ **Lead target: 10**
- ▶ **Outcome: 17 leads**
- ▶ **“We can attribute double the number of leads because we had James in the room”**
- ▶ **Critically, “double the number of correctly qualified leads.”**
- ▶ **£57,000 in ARR, £285,000 of client lifetime value.**
- ▶ **£75,896 in ARR of active new pipeline (£379,480 of client lifetime value).**

*“The benefit of having you in our corner is you are open, transparent and honest about how we’re doing in the marketplace. It gives confidence & clarity that we’re making the right decisions.”*

*Kieran James*

## WHY THIS WORKED

This wasn’t “more activity.” It was **better control:**

- ▶ **A repeatable methodology** the team could run.
- ▶ **Stronger qualification discipline** (protecting time and margin).
- ▶ **More consistent pipeline creation and progression** without the sole founder dependency.
- ▶ **Stronger social proof and messaging** to support **higher-value conversion.**

## WHO WOULD BENEFIT?

This is a fit if you’re a partner-led firm where:

- ▶ Sales is still a **bottleneck** with Founder(s)/Directors.
- ▶ You’re looking to win **higher value/ higher profit** work.
- ▶ You want to **better position yourself** and **attract** your ideal client profile (ICP).
- ▶ You want a **team & processes** that can **generate, qualify, progress, and close** with consistency.

