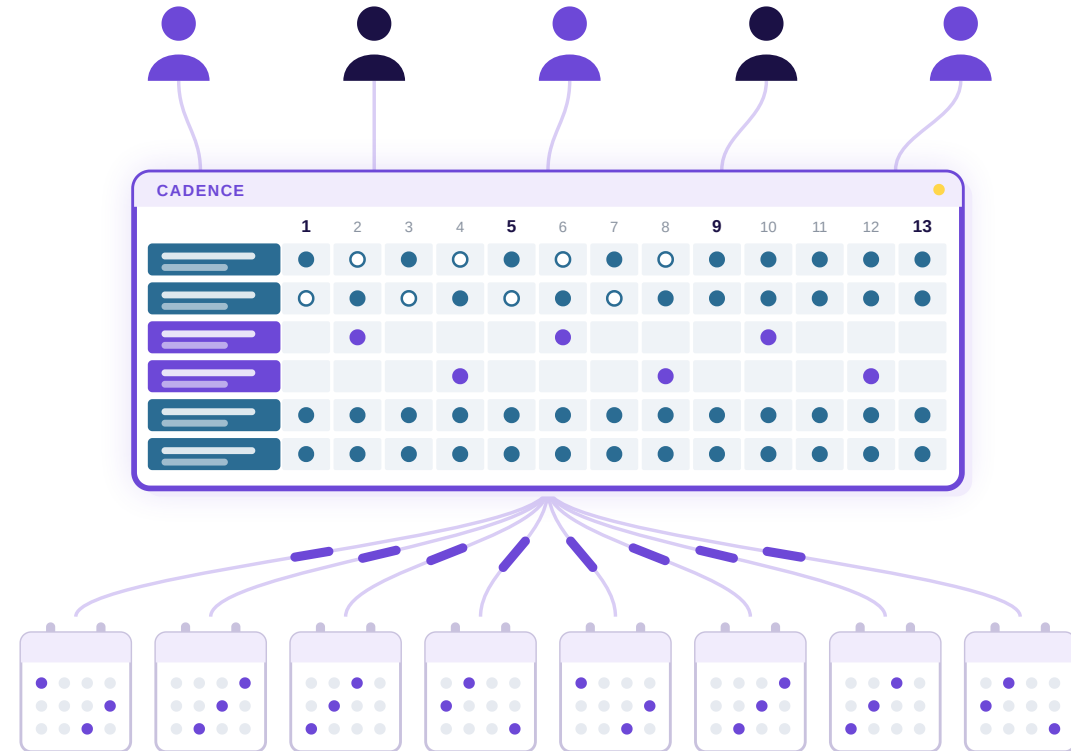


Revenue Cadence Sprint

The operating system of the revenue org — one cadence that drives consistent execution of your go-to-market strategy up and down the hierarchy.



What is riding on your forecast's accuracy?

Every company already has a revenue cadence.
Most of them were never designed.

The Revenue Cadence Sprint scores the meetings your teams run today, ranks them by what the gaps are costing you, and rebuilds the ones that matter — a map by team, a playbook for every meeting, and a definition for every number those meetings run on.

It works with the systems you already have. Your **CRM**, your **forecast tool** and your team's calendar all stay in place.

do-i-have-a-problem.md

Do I have a problem?

- ☒ The forecast moves late in the quarter, with no warning
- ☒ Every squad judges a deal differently
- ☒ Renewals forecast in a spreadsheet outside the roll-up
- ☒ Meetings that report the news instead of making decisions
- ☒ The first ten minutes spent assembling the data

The “Big 5” revenue cadences.

DAILY / WEEKLY

MONTHLY

QUARTERLY

Organising and prioritising all the revenue moments needed to run revenue up and down the entire org.

Individual performance

Taking the right actions at the right time



Team performance

Driving better performance within and across teams



Top of funnel

Building early-stage coverage to hit targets



New logo & expand forecast

Forecasting accurately across new and existing



Renewals forecast

Identify, plan, minimise and mitigate attrition



To hit your objectives you must instrument your KPIs and align your revenue cadence.

Interviews to a working cadence in six weeks.

SIX WEEKS

W1-2	Interviews. Thirty to forty-five minutes each with reps, front-line managers, RVPs, RevOps, enablement and the CRO office — alongside a CRM and calendar analysis of which meetings actually happen.
W3	First draft. The assessment scored, the priorities ranked, and a first cadence map built from what we heard.
W4	The working session. Findings and priorities debated with your leaders. The map gets settled in the room.
W5	Revisions. Map, playbooks and metric definitions revised against what the room decided, then signed off.
W6	Rollout. Your enablement team leads it; we provide the manager briefing, the team-meeting module and the calendar cutover.

WHO'S IN THE ROOM

The cadence belongs to the people who have to run it every week, so they help build it rather than receive it.



RevOps

Owns the systems the numbers come from, and which one wins when two disagree.



Sales Enablement

Leads the rollout and owns the calendar it has to fit into.



Sales Leader or RVP

Decides what the roll-up has to deliver, and to whom.



Front-line manager

Runs most of these meetings. Tells you which ones are already working.



CRO office

Sets what the top of the roll-up needs and when.

Not just another workshop

A cadence that survives contact with a quarter needs three things at once. Supercase is uniquely positioned to help you with all three.

Expert articulators

Expert math modelers

Technical infrastructure



Tom Williams

CO-FOUNDER, CEO

23 years in B2B sales strategy, RevOps and product marketing. Head of Revenue Strategy at Clari after it acquired his company, DealPoint, and author of its Revenue Cadence Playbook.



Aaron Bean

CO-FOUNDER, GO-TO-MARKET

Two decades helping go-to-market teams at Google, Microsoft, IBM and Lenovo sharpen their story and run account-based programs.

The operating system of the revenue org.

A Revenue Cadence drives consistent execution of the CRO's go-to-market strategy up and down the hierarchy. Well orchestrated, it stops revenue leak, makes sellers more productive and delivers more predictable revenue.

01



Cadence assessment

Every revenue moment your teams run today, scored on whether it runs consistently and whether the room has its data — then ranked.

[SPREADSHEET](#) · [SCORED REPORT](#)

02

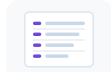


Cadence map, by team

Who meets, how often, what each meeting is for, and the roll-up path that connects them.

[SPREADSHEET](#) · [ONE-PAGE MAP](#)

03



A playbook for every meeting

Who is in the room, a timed agenda, the data everyone brings, and what has to be true when it ends.

[DOCUMENT](#) · [MARKDOWN](#)

04



The data each meeting runs on

Every metric defined once, mapped to the meetings that use it, with the source it is pulled from.

[DOCUMENT](#) · [SPREADSHEET](#)

05



Rollout and enablement

Enablement in a Box — manager-led, run inside the team meetings your people already hold, with the calendar cutover included.

[GUIDES](#) · [DECK](#)

Cadence assessment

Every revenue moment your teams run today, scored on whether it happens on cadence and whether the room has the data it needs — then ranked by what it costs you.

SHIPS AS
Spreadsheet
Scored report
Interview notes

acme — cadence-assessment.xlsx

REVENUE MOMENT	RUNS CONSISTENTLY	DATA AT HAND	PRIORITY	WHAT WE HEARD
TEAM PERFORMANCE				
Rep & manager 1:1	●	●	P2	Runs weekly, but the agenda is deal interrogation, not pipeline creation.
Team deal reviews	●	●	P1	Every squad judges a deal differently, so the roll-up cannot be compared.
Sequence of events	●	●	P1	No end-of-quarter SOE. Close dates move without anyone being accountable.
RETENTION & EXPANSION				
Customer QBR / EBR	●	●	P3	Running well. Health scores are current and the written pre-read lands early.
Account health inspection	●	●	P2	Happens inside the 1:1, so renewals compete with new logo for attention.
Churn mitigation SOE	●	●	P1	No forum. At-risk renewals surface in the last three weeks of the quarter.
FORECAST & ANALYTICS				
New logo forecast	●	●	P2	Weekly roll-up exists. Next-quarter coverage is not inspected until week ten.
Churn / expansion forecast	●	●	P1	Renewals are forecast in a spreadsheet outside the roll-up.
Exec staff & board update	●	●	P3	Consistent monthly flash; the quarterly pack is reliable.
Funnel analytics	●	●	P2	Reviewed ad hoc. Stage conversion is not compared quarter over quarter.
Quarterly retro	●	●	P2	Assumptions are never re-tested against actuals.

5

EnterpriseCommercialEmerging

WHAT YOU'RE LOOKING AT

- Eleven revenue moments, scored the same way for every team. The ranking is what the sprint argues about — not whether a meeting exists, but whether it runs consistently and whether the people in it have the numbers in front of them.
- 1

Scored on two things, not one
Whether the meeting actually runs on cadence, and whether the data it needs is in front of the room. A meeting that happens without its numbers scores worse than one that is skipped.
- 2

One row per revenue moment
The same eleven moments every time, grouped the same way, so two segments can be compared and a gap is visible as an absence rather than an opinion.
- 3

Priority is calculated, not asserted
Consistency and data availability are weighted against how much revenue the moment protects, so the order is defensible when a leader disagrees with it.
- 4

"What we heard" is quoted, not summarised
Each line traces to the interviews, so a leader reading their own team's row recognises it.
- 5

Scored per segment
Enterprise, commercial and emerging are assessed separately. A cadence that works at one deal size usually fails at another.

Cadence map, by team

Who meets, how often, and what each meeting is for — from the rep and their manager up to the CRO call, with the roll-up path that connects them.

SHIPS AS
Spreadsheet
One-page map
Calendar invites

acme — cadence-map.xlsx

WHO MEETS	DAILY	WEEKLY / BI-WEEKLY	MONTHLY	QUARTERLY
1 Rep & FLM 2 AE - front-line manager	Pipeline & 1:1	In-flight deal review CQ renewals	Career conversation	Book-of-business review
3 FLMSquad Manager + direct reports		Committed deal review At-risk account triage	Slipped / won / lost review	Health trends
RVP roll-up Division leaders → RVP		CQ new logo forecast CQ churn / expansion	NQ forecast & coverage	Pipeline council
CRO call RVPs → CRO		Roll-up & major deals	Board flash	Quarterly retro Board meeting
4 End of quarter All reps with closing deals	SOE — daily, final two weeks	SOE — M/W/F, month 3	Small-team SOE	
5 Roll-up path AE → FLM → Division → RVP → CRO — same numbers, same definitions, at every level				

WHAT YOU'RE LOOKING AT

- One page that says who meets, how often, and what each meeting is for. It is built against your real calendar, not a reference model — the point is a schedule people can actually keep.
- 1

Four bands, not a week-by-week grid
Daily, weekly, monthly, quarterly. Meeting load per role is counted before anything is added — a cadence nobody has time for is the most common reason the last one failed.
- 2

Rows are teams, not topics
Every revenue employee can find the one row that applies to them and see what they owe the level above.
- 3

Colour is the category, not decoration
New logo, retention, leadership and quarterly analytics — so you can see at a glance whether renewals have any forum at all.
- 4

End of quarter is its own row
The SOE escalates from monthly to weekly to daily. It is the only cadence that changes shape inside the quarter, so it is shown separately.
- 5

The roll-up path is explicit
The same numbers and the same definitions travel from AE to CRO. Where a level re-cuts the data, the roll-up stops being comparable and that is where forecasts drift.

A playbook for every meeting

Each moment on the map written up the same way — who is in the room, how long it runs, the agenda minute by minute, the data everyone brings, and what has to be true when it ends.

SHIPS AS
Document
Markdown
Meeting template

acme — moment-committed-deal-review.md

REVENUE MOMENT

Committed deal review

Who: FLM + direct reports

Frequency: Bi-weekly, weekly in month 3

Rolls up to: Division — RVP

Length: 45 min

AGENDA

0-5

Numbers on the board

Best case, most likely, worst case for the quarter — read from the forecast, not from memory. No commentary yet.

5-15

What changed since last week

Only deals that moved stage, date or value. Each one gets a reason, not a status.

15-30

At-risk and major deals

Deals over the major-deal threshold and anything slipping. Name the next step and who owns it.

30-40

Asks

What the rep needs from the manager or from leadership, decided in the room.

40-45

Commitments

The number each level is committing to, written down where the next meeting will read it.

WHAT EVERYONE BRINGS

Best / most likely / worst case

forecast

Deals that changed stage, date or value

CRM

Pipeline coverage, current and next quarter

forecast

Major deals above threshold

CRM

Mutual action plan status

deal record

Days in stage vs. segment benchmark

CRM

Done when

every committed deal has a named next step with a date, and the number the team is committing to has been said out loud by the person who owns it.

- WHAT YOU'RE LOOKING AT
- One of these for every meeting on the map. The agenda is timed, the data is listed, and the meeting has a definition of done — so it can be handed to a manager who was not in the sprint.
- Who, how often, and where it rolls up**
Stated at the top, because most cadence failures are a meeting held at the wrong level rather than a meeting held badly.
 - The agenda is timed**
Reading the news takes the first five minutes and no more. The rest is for decisions.
 - The data is named before the meeting**
Each line says what to bring and which system it comes from, so nobody spends the first ten minutes assembling it.
 - Sources are labelled**
Forecast, CRM or the deal record. Where two systems disagree the playbook names which one wins, which is usually the argument the room is actually having.
 - A definition of done**
What has to be true when the meeting ends. Without it a cadence degrades into a status call within about two quarters.

The data each meeting runs on

The metrics behind the cadence, defined once and mapped to the meetings that use them — with the source each one is pulled from and which system wins when two disagree.

SHIPS AS
Document
Spreadsheet
Dashboard spec

acme — metric-definitions.md

1

Pipeline coverage ratio

Open pipeline divided by the gap to quota, for a named period.

READ ITBelow 3x for the current quarter is a late-quarter problem you cannot sell your way out of.

REVIEWED INNew logo forecast · NQ roll-up

SOURCECRM — open opportunity value by close date

Account health status

The share of accounts flagged at risk, and what they are worth.

READ ITCount and value move independently. Few accounts at high value is a different problem from many at low value.

REVIEWED INAccount health inspection · Churn SOE

SOURCESuccess platform + usage data

Slipped deal rate

Share of committed deals whose close date moved out of the quarter.

READ ITThe honest test of whether commit means anything. Track it by manager, not only by team.

REVIEWED INTeam deal review · Quarterly retro

SOURCECRM close-date history

Net dollar retention

Revenue from the existing base this period against the same base last period.

READ ITRead it with churn and expansion separated. A healthy blended number hides a churn problem often enough to matter.

REVIEWED INChurn / expansion forecast · Board flash

SOURCEBilling system — not the CRM

Stage duration

Days an opportunity sits in a stage, against the segment benchmark.

READ ITA stage that is lengthening is the earliest signal of a qualification or competitive change.

REVIEWED INFunnel analytics · Quarterly retro

SOURCECRM stage history

Forecast accuracy

Called number against actual, by level and by week of quarter.

READ ITMeasured per level, it shows where the number changes as it travels up — which is where to fix the process.

REVIEWED INExec staff · Quarterly retro

SOURCEForecast snapshots

WHAT YOU'RE LOOKING AT

Every number the cadence depends on, defined once. The definitions are the quiet half of the work: most roll-ups break because two levels compute the same metric differently, not because anyone is hiding anything.

1

One definition, used everywhere

The same wording appears in every playbook that reviews the metric, so a number means the same thing in a squad meeting and on the board flash.

2

How to read it, not just what it is

A definition tells you how it is computed. This tells you what a bad value looks like and what it usually means.

3

Mapped to the meetings that use it

Each metric names the moments it is reviewed in. A metric no meeting reviews gets cut.

4

Every metric names its source

Which system it is pulled from, and where two systems disagree, which one is authoritative. This is the line that stops the roll-up argument.

5

Custom metrics get built

Anything your business runs on that is not here is defined during the sprint and written up the same way.

Rollout and enablement

Enablement in a Box — manager-led, built to run inside the team meetings your people already hold, so the new cadence starts without a training event.

SHIPS AS
[Guides](#)
[Deck](#)
[Calendar invites](#)

acme — enablement-in-a-box.md

1

W6

Manager briefing
Front-line managers get the new cadence before their teams do — what changes, what it replaces, and what they own.

2

W6

Team meeting module
A 15-minute block each manager runs inside their existing team meeting. No separate training event.

3

W6

Calendar cutover
The new invites go out with agendas attached. The old ones come down the same day.

4

—

First-cycle check
We sit in on a meeting at each level and fix what did not survive contact.

WHAT CHANGES FOR YOU, BY ROLE

Front-line manager
Runs three of the moments. Gets the agendas, the script and the escalation path.

Account executive
Two changes: what to bring to the 1:1, and what “committed” now requires.

RevOps
Owns the dashboards each meeting reads from, and the definitions behind them.

Leadership
Chairs the roll-up. Gets the one-page brief on what each level has already covered.

Included. Enablement in a Box ships with the sprint. Live, in-person enablement is available as an add-on when you want us in the room for the rollout.

WHAT YOU'RE LOOKING AT

The cadence only counts once people are running it. This is built for your enablement team to lead, inside meetings that already exist, so nothing has to be deprioritised to make room for it.

1

Managers first, by a week
They run most of these meetings. If they hear about the change at the same time as their team, the rollout is already in trouble.

2

Fifteen minutes inside an existing meeting
Not a training event. It runs in the team meeting your managers already hold, which is why it survives a busy quarter.

3

The calendar is part of the deliverable
New invites with agendas attached, and the meetings they replace taken down the same day. A cadence with two versions running is worse than the one you had.

4

We sit in on the first cycle
One meeting at each level, watched and corrected. Most of what needs fixing only shows up the first time the room actually runs it.

5

One page per role
What changes for a rep is two lines. What changes for a manager is a page. Nobody reads the other person's version.

ALSO AVAILABLE

Two more ways we work with revenue teams.

The Point of View Sprint

Your organization's best thinking about the problem you solve, configured once and pressure-tested on your first 10 accounts.

- 01 Point of view
- 02 Cost-of-inaction model
- 03 Change plan
- 04 Grounded research
- 05 Business case & one-pager templates
- 06 Your first 10 accounts, tuned by hand

Four weeks. One point of view. Your first 10 accounts.

supercase.ai/pov-sprint

The Value Selling Sprint

A value-selling kit built on what you already have — your positioning, your existing collateral and your sellers.

- 01 Point of view workshop
- 02 [Your industry] maturity model
- 03 Reframed leave-behinds
- 04 Reframed content
- 05 First-call agenda, objections & battlecards
- 06 Training & enablement

Six weeks. One segment. A kit your reps can use on Monday.

supercase.ai/value-selling-sprint