



# **BUILDING PREDICTABLE REVENUE**

*APPLIED ACROSS SCALING B2B & B2C SALES ORGANIZATIONS*

Through Governance, Coaching, and  
Execution

**Case Studies in Sales Leadership & Revenue Operations**

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Revenue Governance | Sales Leadership | RevOps Systems

ARBITER™ Revenue **System**

## Case Study

### Sales Coaching & Performance Systems

How governance + coaching systems created consistent execution across a scaling sales org.

**Applied across 4–15 sales reps over 30–180 days in a scaling revenue organization.**

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## Context

- Scaling revenue organization  
(4–15 reps, multi-role team)
- Revenue leadership role

## The Problem

- Inconsistent rep performance
  - Reactive coaching
  - Unclear expectations

## What Changed

- 3-Touch coaching framework
- Revenue governance cadence
  - Clear performance tiers

## Outcome

- 30-day rep ramp
- Consistent coaching
- Forecastable, governed execution

Tracked: Ramp Time | Conversion | Show Rate | Activity Quality | Forecast Confidence

*Most **revenue** problems aren't talent problems.  
They're **governance** problems.*

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## *Ways I Work With Clients*

- Revenue advisory retainers
  - Revenue system builds
  - Sales leadership coaching
- Enablement & playbook design

## *Typical Outcomes*

- Pipeline truth leadership can trust
- Rep performance consistency
- Predictable coaching cadence
- Defensible, repeatable forecasting
- Execution standards that scale

*Engagements are scoped to outcomes —  
not hours.*

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**ARBITER** *is the operating system behind every intervention shown in this deck.*

## The **ARBITER**<sup>TM</sup> Framework

- **A** — Authority & Accountability
- **R** — Revenue Architecture
- **B** — Behavior & Coaching Systems
- **I** — Intelligence & Signal Tracking
- **T** — Traction & Forecast Integrity
- **E** — Execution Cadence
- **R** — Risk Control & Decision Governance

## What It **Governs**

- Pipeline truth
  - Rep behavior » revenue outcomes
  - Forecast integrity
  - Performance standards
  - Operating rhythm
  - Decision governance
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Ramp Time



**180+** days,  
inconsistent  
by rep

Conversion



**25%** close  
rate

Forecast Confidence



**Low** – reactive and  
rep-dependent

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## Governance Intervention

- 3-Touch coaching cadence
- Performance tiers + standards
- Weekly scorecard + QA review
- Pipeline hygiene rules
- Playbooks + templates

## Design **Logic**

- Behavior is measurable
- Consistency beats heroics
- Signal replaces opinion
- Standards remove ambiguity

*These systems replaced reactive coaching with **governed** execution.*

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**After:** 30-45 days, standardized across  
reps

**After:** (25% baseline  $\Rightarrow$  120%  
of target within 1-3 months)

(25%  $\Rightarrow$  performance exceeding target)

After: Defensible and consistent

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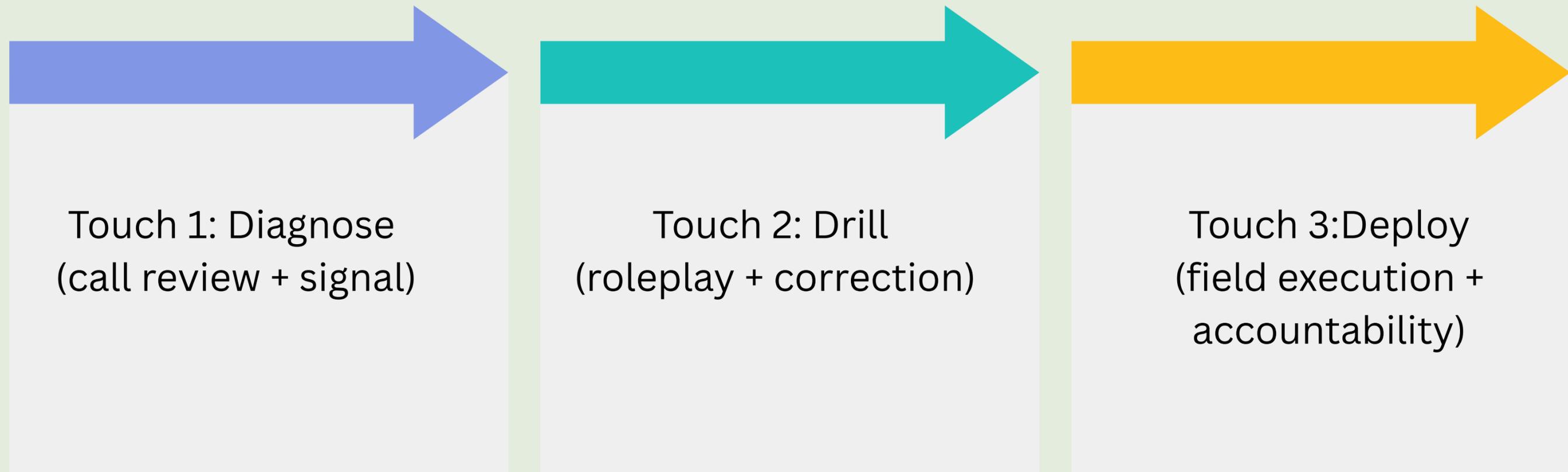
# Revenue **Governance** Operating Rhythm



*This cadence replaced ad-hoc management with governed execution.*

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# The 3-Touch Coaching Framework (visual)



*Manager-led, system-enforced, rep-accountable*

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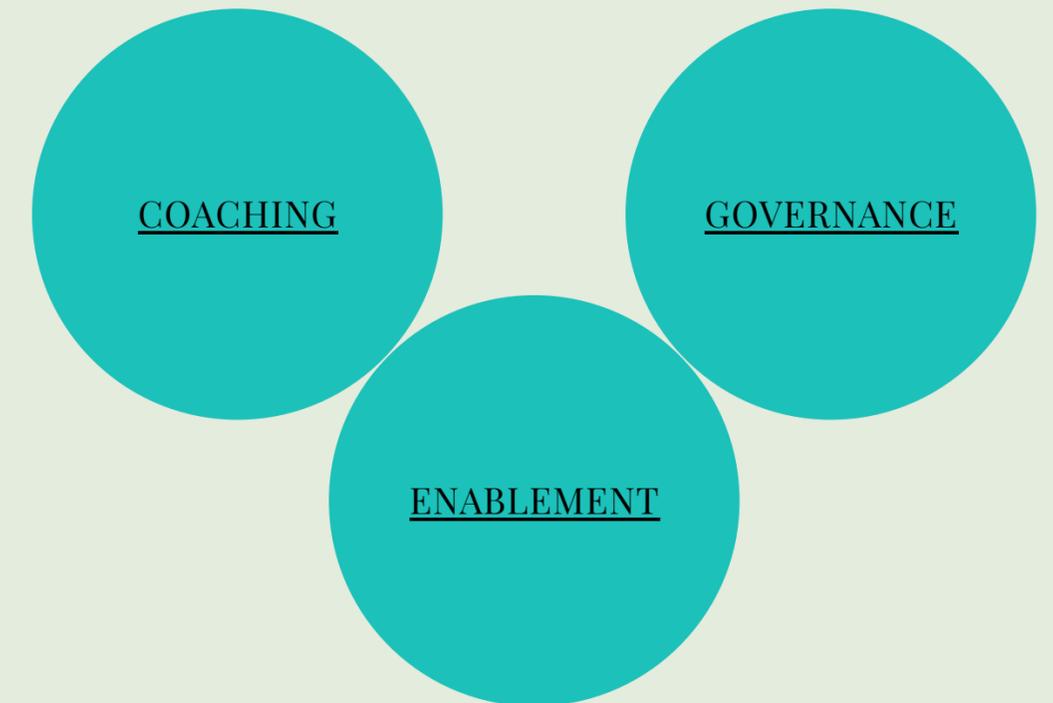
# Scorecard slide (KPI dashboard)

METRICS	DEFINITION	TARGET	ACTUAL	ACTION
Showrate	X	X	X	X
Close Rate	% of opportunities closed	≥10% MoM growth	25% → 120% of target	Maintain cadence, coach lagging reps
Sales Cycle	X	X	X	X
Activity quality	X	X	X	X
Forecast accuracy	X	X	X	X

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# Operator Assets & Systems Delivered

- Coaching templates + scorecards
- Performance tiers + standards
- Weekly pipeline hygiene checklist
- Forecast review framework
- Enablement playbooks
- Rep QA rubric + call feedback



All assets were designed to outlive individual leaders.

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Systems > advice. Repeatability > motivation.

# Proof Pillars

## Teams Led

- **15** total (AEs, ADOS, Director)

## Scopes Owned

- Forecasting
- Coaching systems
- Revenue operations

## Operating Results

- 30-day ramp standardization
  - Close-rate growth beyond target
  - Governance adoption across team
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# If you want predictable revenue, **govern** it.

**I build revenue systems that replace guesswork with signal, standards, and execution.**

*Available for advisory, system builds, and executive revenue leadership.*



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