

Revenue growth ecosystems for VC & PE backed companies

STRATEGY. PARTNERSHIP. IMPACT.

Aliado Advisory helps CEOs, Founders, and CROs of sponsor-backed companies turn siloed sales, customer success, and partner motions into one connected revenue growth ecosystem. The result is pipeline built, a team built to run it, and revenue increased, measured the way your board measures it.

WHAT WE BUILD

Partner Programs

Partner ICP and growth goal fit, customer overlays, alliances that fill one another's product gaps, and an account executive field engagement model with compensation tied to real results, so partners produce leads sales counts on the same terms as direct.

Customer Success

Onboarding, adoption milestones, and renewal and expansion plays in one sequence, so churn risk surfaces early and expansion becomes a planned revenue line.

M&A Services

Commercial diligence before the deal closes and revenue integration after it, so the revenue you paid for survives the handover.

Solutions Consulting

Intentional discovery, compelling storytelling, and technical validation and scoping standards that protect margin, with Solutions Architects who open a growth channel after the close and protect renewals.

Sales Effectiveness

Qualification standards, deal inspection, and an ongoing coaching rhythm across the whole team, so sellers find true business pain and the forecast becomes something the executive team can plan on.

THE RESULT

- ◆ **Pipeline built:** better-qualified opportunities, fewer deals lost late.
- ◆ **Revenue kept and expanded:** churn visible early, expansion planned.
- ◆ **A team built to run it:** results that survive leadership transitions.
- ◆ **Revenue won:** more of the right deals closing in segments that pay back.
- ◆ **Growth that costs less:** spend pointed at channels that actually return it.
- ◆ **Partner leads counted** on the same terms as direct, not just celebrated.

HOW TO ENGAGE

Function-Specific Growth Optimization

FIXED SCOPE · 8 TO 12 WEEKS

One function is clearly costing you revenue, so we fix that one and hand it back running.

Connected Growth Systems Implementation

FIXED SCOPE · 12 TO 16 WEEKS

Two or three functions leak between them, so we rebuild the handoffs into one motion.

Complete Growth Transformation

FIXED SCOPE · 20 TO 26 WEEKS

The whole motion rebuilt end to end, so growth becomes something your board can plan on.

Fractional Revenue Leadership

ONGOING · CRO, COO, CHIEF OF STAFF

An operator in the seat week to week, carrying the target and running the operating rhythm.