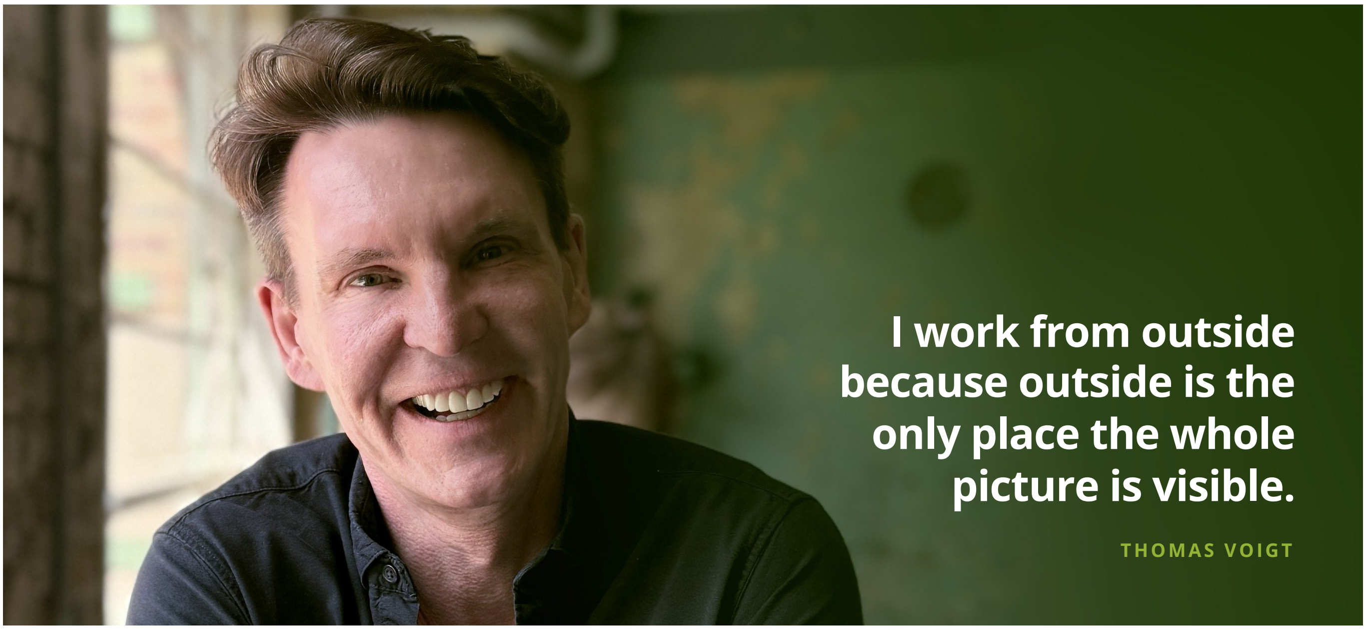
Unblocking revenue in two months



The CS Consulting rebuilds post-sales functions for B2B SaaS companies scaling past Series A: an outside diagnosis of where revenue leaks from the customers you already have, then the system that stops it. It is run by Thomas Voigt, who spent twenty years inside revenue roles and, as VP of Account Management at GWI, grew revenue from existing customers from £3M to £10M at 140% net revenue retention.

What you can expect

Auditing and diagnosis
A written picture of where post-sales stands today, the gaps named, and the recommendations that follow from them.

Effective churn reduction
Early churn indicators analysed in depth, and up to six figures in churn reduction inside four months.

AI strategy and implementation
The data foundation it requires, the make-or-buy decision, a vendor shortlist that has been evaluated, and the implementation.

Fast expansion
120% to goal after two quarters running, and pipeline up 20%: six figures of new upsell and cross-sell.

Playbooks
One documented post-sales motion, end to end, from sales handover through onboarding, adoption, review, expansion and renewal.

Post-sales academy
A structured training programme that lifts every CSM and CS leader to the standard the new playbook asks for.

KEY NUMBERS

140% NRR	97% GRR	£3M → £10M	Up to 50
Net revenue retention, enterprise SaaS	Gross revenue retention, same portfolios	Existing-customer revenue, as VP at GWI	People in the post-sales teams I have built

How the engagement works

A typical engagement runs over six months and moves through four phases in order. That is long enough to go properly upstream to the root cause, build the system with the team rather than for them, and hand it over so it runs without me.

01 Diagnosis

Setting the base by listening and observing. You tell me who to speak to, and the interviews go where they lead: segmentation, processes, tooling, enablement, pipeline, forecasting, and the quality of what gets delivered.

What you get: a written diagnosis in two halves. How you operate today with the gaps named, then the recommendations.

02 Priorities

The diagnosis becomes a list of projects, prioritised with your stakeholders rather than for them. Usually the ICP and the handover, segmentation, onboarding to first value, account plans, and upskilling the team.

What you get: a prioritised plan with owners by name and dates attached, and visible improvement inside the first 90 days.

03 The build

Structure and ownership. Who owns which process, what the service levels are, and how the team shows up. Playbooks and talk tracks written with the team rather than for them, and an academy, so the work can be taught rather than remembered.

What you get: the playbook, the academy, account plans, review decks, workshops delivered, and a team that built the thing they are being asked to run.

04 The run

The system moves into your hands: the data foundation, the shared view, the AI where it earns its place, and the cadence that keeps it alive. Then I step back and watch it run without me.

What you get: a system your team operates, the first signs in the numbers, and a forecast you can defend.

Two case studies

A NASDAQ-listed commerce AI company

US, EUROPE AND ASIA · FOUR MONTHS

THE CHALLENGE

An incoming VP of Customer Success, and a post-sales function inherited from four recently acquired companies.

THE OUTCOME

Churn down by a six-figure amount, and six figures of new upsell and cross-sell created.

Watch Dr Carola Briese on the work

VP Customer Success

An HR tech company

GERMANY · ONGOING

THE CHALLENGE

A reactive account management team. No segmentation, no quarterly business reviews, and no planning against goals.

THE OUTCOME

Pipeline up 20% with a playbook behind it, and both Q1 and Q2 over-delivered.

Watch Linda Raue on the work

Head of Account Management