

SERVICE TURNAROUND · SELLSZA · KSA B2B

From a dormant service to *product-market fit* in 90 days.

A service that had been on the market for over a year was rebuilt across five levels — product, market, operations, go-to-market and profitability — and matched a full year of sales in three months.

3.3× Sales velocity vs. previous 10 months	90%+ Client retention rate post-rebuild	25%+ Lead-to-meeting conversion rate	9 Saudi sectors penetrated
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01 Executive Summary

I took full ownership of a B2B service that had been live for more than a year with limited traction. In **10 months**, that service had sold to **13 clients**. After I rebuilt it, it sold to **13 clients in 3 months** — the same volume in less than a third of the time, at a retention rate above 90%.

The turnaround was not a campaign. It was a systems rebuild: product audit, market relationship mapping, SOP redesign, a new go-to-market motion, and finally a profitability model that works for both sides. I owned the selling and the delivery — one accountability line from first outreach to client success.

02 The Situation Before Intervention

CONSTRAINT	OPERATIONAL IMPACT
Narrow market exposure	Thin pipeline; growth capped by visibility, not by demand.
Target audience limited to two sectors	Structural ceiling on account volume and deal frequency.
SOPs undefined	Delivery quality varied by operator; no repeatable client experience.
KPIs tied to undeliverable promises	Commitments that could not be met every cycle — eroding trust and renewals.
No positioning or pricing logic	The service was sold on effort, not on outcome — compressing margin.

03 The Rebuild — Five Levels

1 Product Audit

Mapped the full history of the service: what it actually is, who it had been sold to, how it was being pitched, and where value was being lost between promise and delivery.

2 Market & Industry Mapping

Two questions drove the expansion: **who is the supplier and who is the buyer** in each Saudi market, and **when do they need each other**? Answering the timing question opened seven sectors beyond the original two.

3 SOP Redesign

Rebuilt the operating flow end to end — client onboarding, value deliverables, retention and customer success — so delivery became a process, not a person.

4 Go-To-Market Rebuild

Redefined who we sell to, at what price, with what positioning and messaging — and re-anchored the KPIs to targets the delivery team could actually hit every cycle.

5 Profitability & ROI

Modelled unit economics until the service was profitable for the company and provably ROI-positive for the client — a win-win structure that renews itself.

04 What the Client Receives

Precision ICP

An exact definition of who should be buying — sector, size, trigger event and decision-maker profile.

90% Accurate Customer List

A built, verified target list matched to that ICP — not a scraped database.

Decision-Maker Meetings

Booked meetings with owners, GMs and directors at a conversion rate above 25%.

05 Results

- **13 clients in 3 months** — matching the 13 clients sold across the previous 10 months.
- **3.3× sales velocity** against the pre-rebuild baseline.
- **90%+ retention rate** — clients renew rather than churn after first delivery.
- **25%+ conversion** from qualified lead to decision-maker meeting.
- **90% list accuracy** against the client's defined ICP.
- **2 sectors to 9** — addressable market widened without new headcount.

06 Saudi Sectors Penetrated

01 Accounting & Legal Audit	02 Industrial — Air & Gas Supply	03 Events & Festivals
04 Real Estate	05 Occupational Safety	06 Security & Guarding
07 Engineering Consultancy	08 Uniform Manufacturing	09 Elevators & Water Filtration

Each sector required its own supplier-buyer logic, trigger timing and messaging — built, tested and documented as a repeatable playbook.

07 The Role I Am Proposing

SINGLE POINT OF ACCOUNTABILITY

Project Manager & Business Development Manager

Full ownership of the revenue cycle for a service line: I sell it, I build the delivery system, and I run it for the client — from first contact through renewal.

SELL

- GTM strategy & positioning
- Pricing and offer architecture
- ICP & decision-maker mapping
- Outbound systems and closing
- Proposal and negotiation

DELIVER

- SOP design and documentation
- Delivery team enablement
- Quality control on outputs
- Timeline and scope management
- Client communication cadence

OPERATE

- Retention & customer success
- Account profitability and ROI
- KPI design and accountability
- Process iteration by cohort
- Expansion into new sectors

The largest revenue leak in a services business is the gap between what sales promises and what operations delivers. Merging the two roles closes it: **I do not sell what I cannot deliver, and I do not build what cannot be sold.** The 90%+ retention figure is the direct result of that structure.

08 Where I Create the Most Value

COMPANY PROFILE

WHAT I WOULD TAKE ON

B2B services company with an existing service underperforming its potential

Full diagnostic and rebuild across the five levels — then own selling and delivery.

Company entering or scaling in the Saudi market

Sector mapping, ICP frameworks, decision-maker access and a repeatable outbound engine.

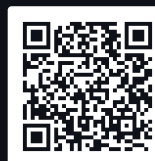
Agency or consultancy with a sales-delivery gap

SOP design, KPI realignment and a single accountability line across both functions.

09 Next Step

Let's book the 20-minute diagnostic.

Send me your service line and target market on WhatsApp or email. In a 20-minute call I will name which of the five levels is your bottleneck and what fixing it is worth — before any commercial conversation.



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