

TERRET

**Stop measuring hustle.
Start measuring momentum.**

Justin Shriber
CEO, Terret

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SALES TEAM:
MORE OUTREACH =
MORE BOOKINGS
(WE THINK)

'IF WE JUST
SEND MORE...

AN OCEAN OF LEADS

TODAY'S PLAN:

- ☒ CALLS
- ☒ EMAILS
- ☒ LINKEDIN
- ...

FOLLOW
UP IN
EMAILS

... WHY ARE THERE
SO FEW BOOKINGS?

MEETING
1

Growth Lead
Series B SaaS

New Lead
CEO
Tech Company

Head of Ops
Healthcare

IT Director
Manufacturing

Marketing Director
E-commerce

VP Finance
Enterprise

RevOps Lead

Co-founder
Logistics

Founder
AI Startup

ALCOHOL
Enthusiast

RevOps Lead
Mid-Market

Every number is up. Nothing is closing.

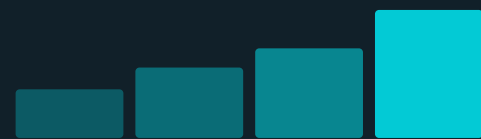
CALLS

+18%



EMAILS

+31%



MEETINGS

+24%



PIPELINE

+22%



BOOKINGS

flat



**The best at hustling
doesn't mean the
best at moving deals.**



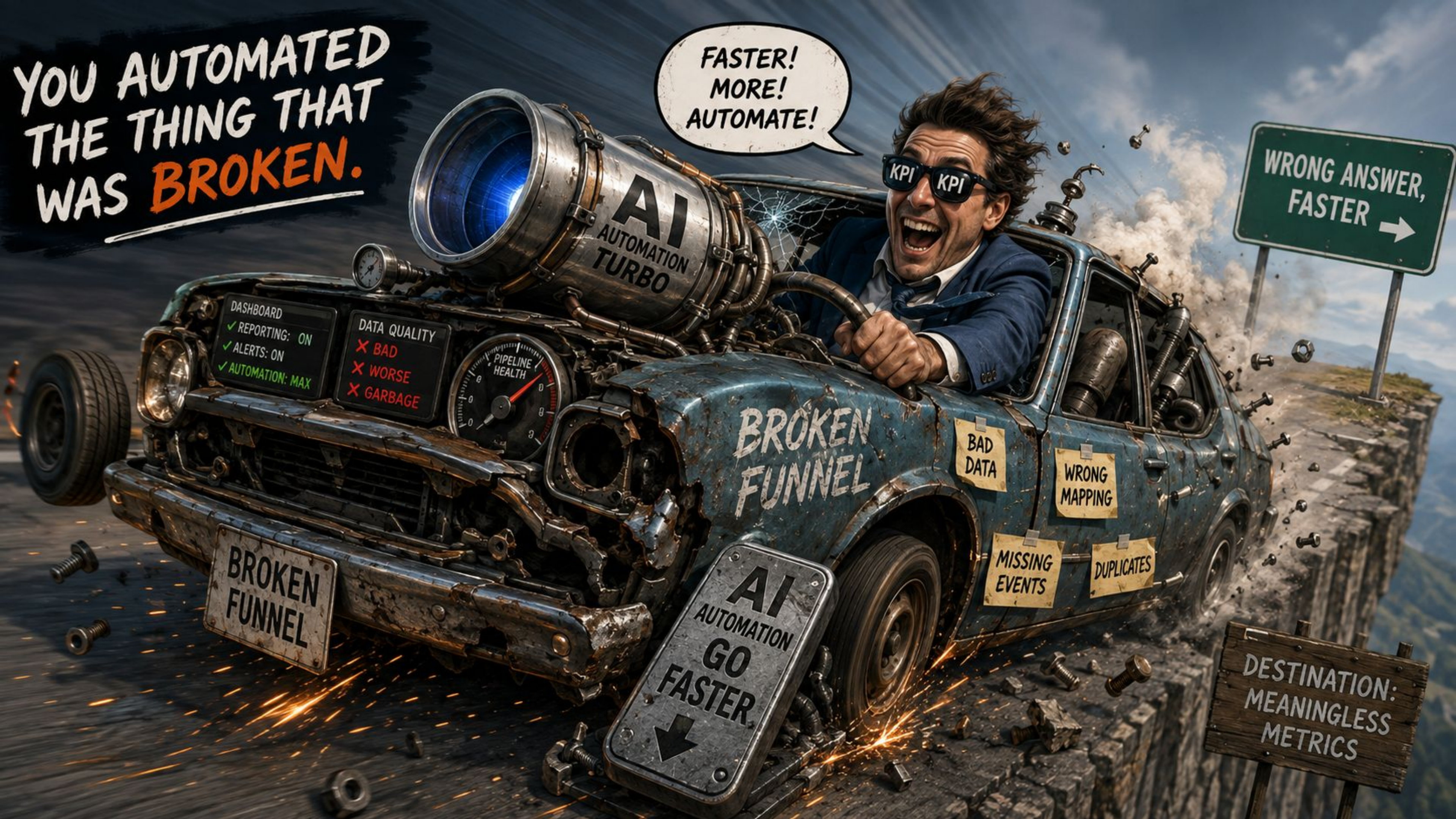
Are opportunities being disqualified?



Are calls real or just standing check-ins?



Are there next steps with owners and dates?



YOU AUTOMATED
THE THING THAT
WAS **BROKEN.**

FASTER!
MORE!
AUTOMATE!

WRONG ANSWER,
FASTER →

DESTINATION:
MEANINGLESS
METRICS

BROKEN
FUNNEL

AI
AUTOMATION
GO
FASTER
↓

BAD
DATA

WRONG
MAPPING

MISSING
EVENTS

DUPLICATES

BROKEN
FUNNEL

AI
AUTOMATION
TURBO

PIPELINE
HEALTH

DATA QUALITY
X BAD
X WORSE
X GARBAGE

DASHBOARD
✓ REPORTING: ON
✓ ALERTS: ON
✓ AUTOMATION: MAX

HUSTLE METRICS

Is the rep busy?



Calendar is full.

MOMENTUM METRICS

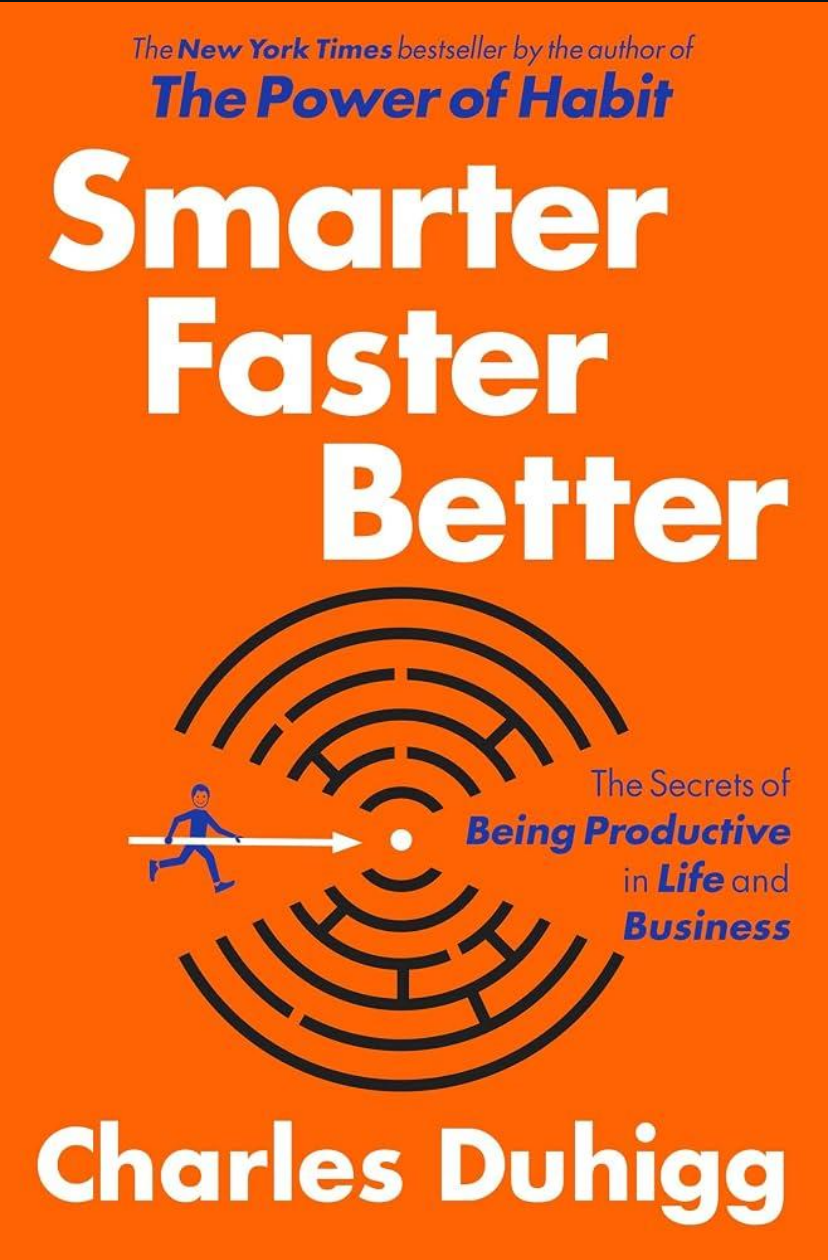
Is the deal alive?



A shape you can diagnose.

"The baby doesn't look right."

Every instrument said *fine*.
The experienced nurse knew anyway.



VITALS

● ALL NORMAL

Blood pressure

Temperature

Heart rate

THE NURSE'S CALL

Septic. Call the doctor now.

Same 30 minute call. Opposite conclusions.

Junior: "Great call."

Senior: "They're not interested."

MIN 05

**Rep took every
action item**

Politeness, not buy-in.

MIN 10

No VP in meeting

No capital to spend on you.

MIN 20

"Circle back next week"

That's just a slow no.

MIN 25

**Warm small talk,
cold on product**

Read the deal, not the mood.

"Stalled" is a symptom, not a diagnosis



“What if we don’t change at all ...
and something magical just happens?”

DEAL IS STALLED — WHAT DOES THAT MEAN?

- × No real pain
- ✓ Wrong stakeholder
- × Budget timing
- ✓ No internal champion
- × Competitive loss

→ REMEDIATION PLAN

Building momentum

You can't teach what hasn't been documented

Q1 - DISQUALIFICATION

**Is anything
getting
disqualified?**

Q2 - MEETINGS

**Are meetings
purposeful or
recurring?**

Q3 - NEXT STEPS

**Do next steps
have owners and
dates?**

Q4 - PROSPECT WORK

**Is the prospect
doing work
between calls?**

Explicit enough for a new hire on day one *and* for a machine to reason over.

The difference between hustle and momentum

HUSTLE — WHAT THE REP REPORTS

DISCOVERY



"Meeting happened."

DEMO



"Demo delivered."

EVALUATION



"POC in progress."

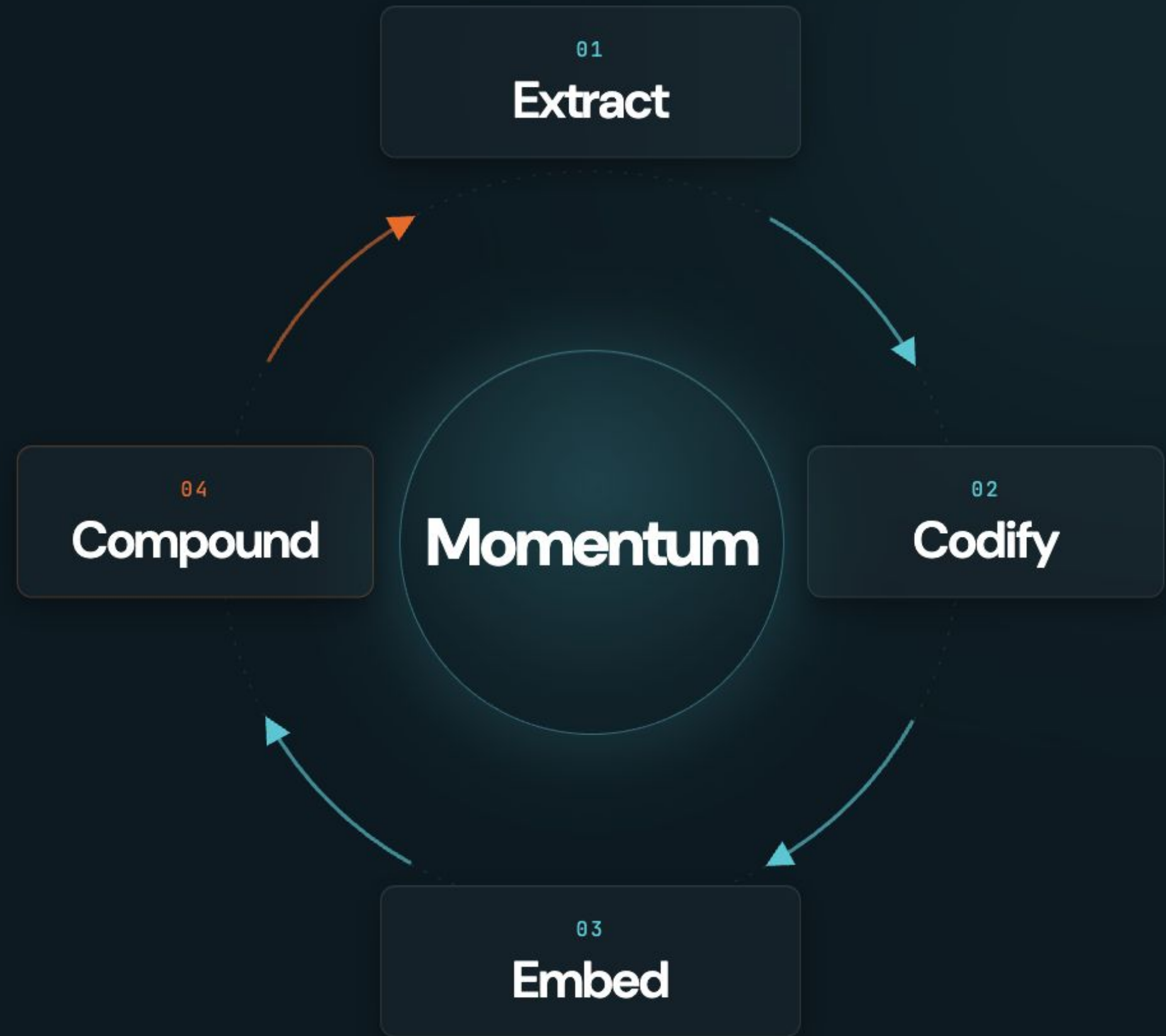
NEGOTIATION



"Proposal sent."

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**A flywheel, not
a dashboard**



Go Bionic



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Bionic, not robotic

THE WRONG QUESTION

How do we automate selling?

THE RIGHT ONE

How does every seller think like your best one?

The Bionic Man was still a person, just *better vision, more strength, faster processing.*

Four Rules to Balance Centralized vs. Decentralized



Governed

A council approves
before anyone builds
for weeks.



Observed

Developers ride along.
Not a requirements
doc.



Role-specific

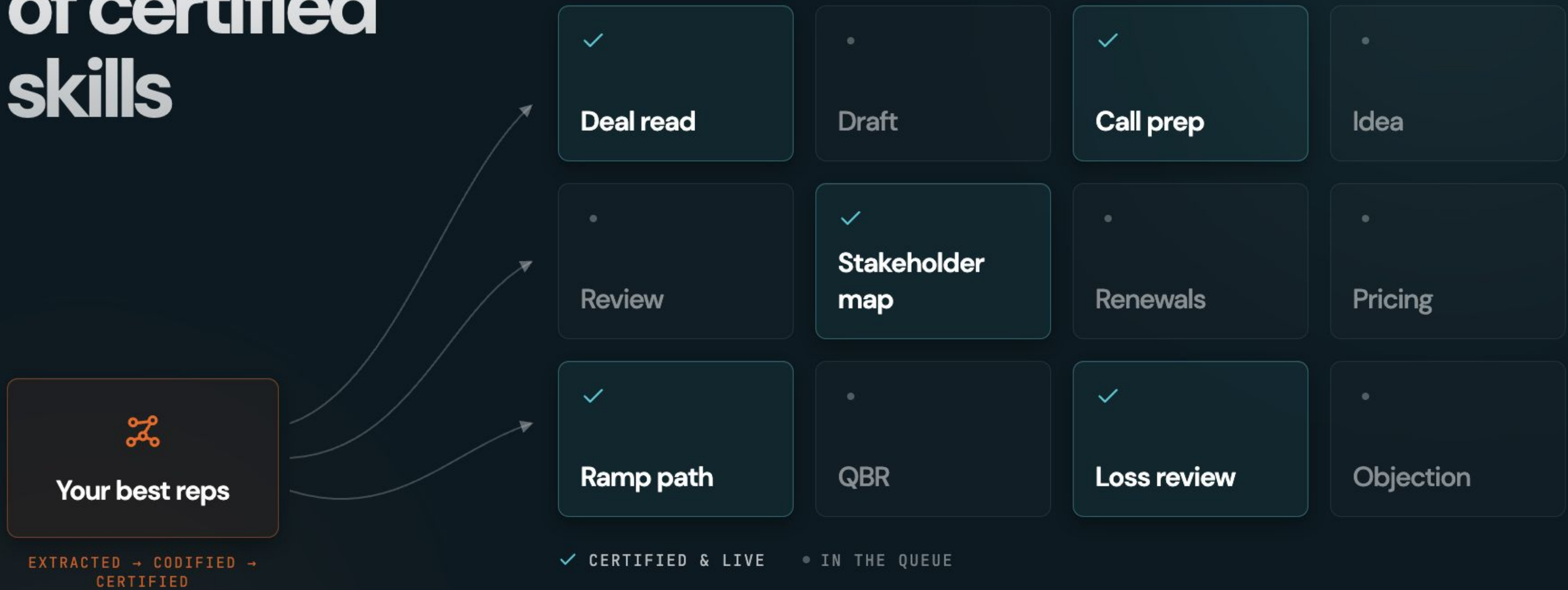
Day-one AE $\neq$ manager
in a talent review.



Human-first

Nobody signs seven
figures because a bot
said so.

A marketplace of certified skills



Three things nobody warns you about



Foundation first



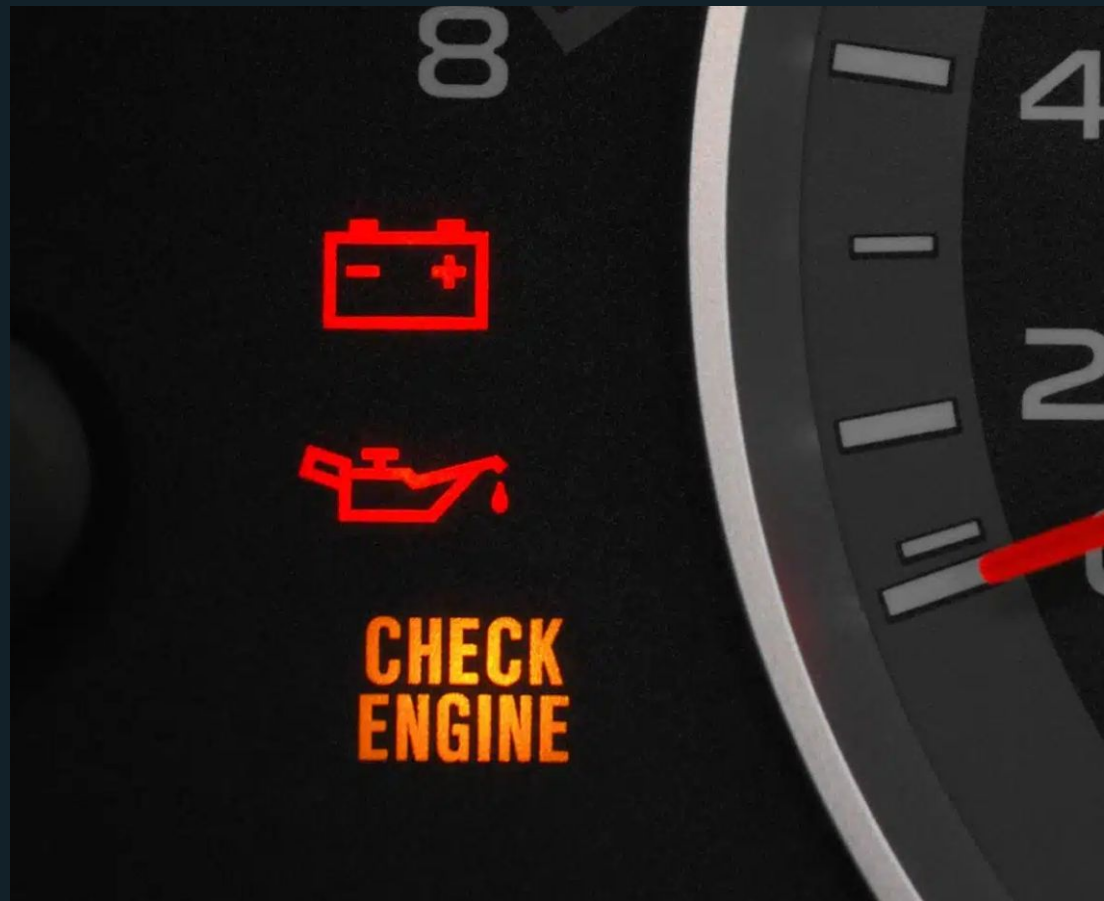
**Capability isn't
adoption**



The coaching changes

Making momentum machine-scale

Your pipeline has a check engine light.



MEASURE

“Bookings fell 12% last quarter.”

EXPLAIN

Nobody can pinpoint exactly why.

ACT

So reps don't do anything different.

Ask once. Every rep gets it before every call.

THE QUESTION

**“Why are our closers
outperforming?”**

126K CALLS

3 PATTERNS FOUND

CODIFIED



Pre-call brief

8:30 AM · IN SLACK

Acme • renewal call at 9:00

- ▲ No economic buyer on the thread in 3 weeks
- ▲ The last two next steps had no owner
- Ask for the security review date — closers do this 2× more

Three layers, one loop

01 **Revenue Graph**

The whole patient history — every deal, call, email, CRM record, connected.

02 **AI Architects**

Find the pattern, write it down, certify what actually works.

03 **AI Agents**

Deliver it in the brief, the deal review, the coaching moment.

↳ EVERY OUTCOME FEEDS BACK INTO THE GRAPH

You don't need a platform to start

01

Pick the stage where deals stall

One stage. Not the whole funnel.

02

Ask your two best reps what they check

Then write the answer down.
This is the extraction step.

03

Make it required in the deal review

Seller IQ, version one.
Automate it later.

FOUR THINGS TO TAKE HOME

01 **Hustle metrics hide dying deals.**

02 **Your best people already have *momentum metrics*.**

03 **Write it down, embed it, let it compound.**

04 **The technology to do this exists now.**

Questions?

Drop them in the Q&A panel. Recording lands within 24 hours.

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