

The New Math of Revenue



Why “Wait and See” is Your Most Expensive Strategy

The Legacy Tax

Most revenue leaders are exhausted by the GTM cycle: six months of implementation, grueling training, and a desperate crawl toward adoption. By the time you see an ROI, the market has shifted, and the opportunity is gone. This is the Legacy Tax, and it's exactly why your CFO is skeptical of adding to the sales tech stack. ShiftUp eliminates the tax. We don't measure success in quarters; we measure it in the first 24 hours.



The Human Scale Barrier

Every CRO has a hidden revenue leak caused by a simple math problem. If you have 20 sellers and 2,500 target accounts, each seller is responsible for 125 accounts. **It is physically impossible for a human to conduct deep research and navigate a dynamic knowledge graph for 125 accounts simultaneously.**

To survive, sellers do what humans do: **they cherry-pick**. They focus on the 10 accounts they know and leave the other 90% of their territory to chance. You are essentially subsidizing a strategy where 90% of your Total Addressable Market (TAM) is ignored, and you hope your sales team has chosen the right 10%.

The CRO Strategic Navigator

ShiftUp doesn't just scale output; it provides a **control layer** previously impossible to achieve.

- **Total Visibility:** Gain a direct view into your entire TAM, not just the "safe" deals your reps choose to pursue.
- **Predictive Precision:** Move from reactive forecasting to proactive leadership.
- **Probability-Based Focus:** Ensure every ounce of your team's energy is spent on accounts with the highest probability to close.



Overnight Infrastructure: Zero Friction, Total Intelligence

ShiftUp doesn't ask your sellers to be "Prompt Engineers." We use an **Agentic System** to scale your strategy across your entire territory instantly.

- **Native & Immediate:** A Salesforce-native managed package. 30-minute install. Zero admin burden.
- **The 24-Hour Blitz:** Within one day, our agents conduct deep research into every account's business problems and strategic goals.
- **Intelligent Roadmaps:** We map your specific solutions to their specific pain points, delivering prioritized account plans and strategies directly into your sellers' workflow.

The Math of Scale: Turning Invisible into Inevitable

When you move from human-scale research to using ShiftUp Agentic Execution, the unit economics of your business fundamentally change.

Phase	Action	Outcome
1. Target	Identify proactive signals of accounts across 2,500 accounts within 24 hours.	2,500 Qualified Targets
2. Convert	Apply a 40% conversion rate to the funnel.	1,000 Net New Opportunities
3. Close	Apply a 30% win rate (fueled by intelligent win strategies).	300 Wins
The Result	Based on a \$100k ACV .	\$30M in Found and Won Net New Revenue

Stop Guessing. Start Knowing.

Legacy tools are passive; they demand the user do the work. ShiftUp is active; it does the work for the user. It doesn't ask for "adoption" because it delivers immediate value directly to your team's fingertips.

Without ShiftUp, you are guessing at your forecast.
With ShiftUp, you own the outcome.

SALESFORCE NATIVE. ENTERPRISE SCALE.

Engineered with a dedicated Trust Layer for unmatched security, quality, and performance.