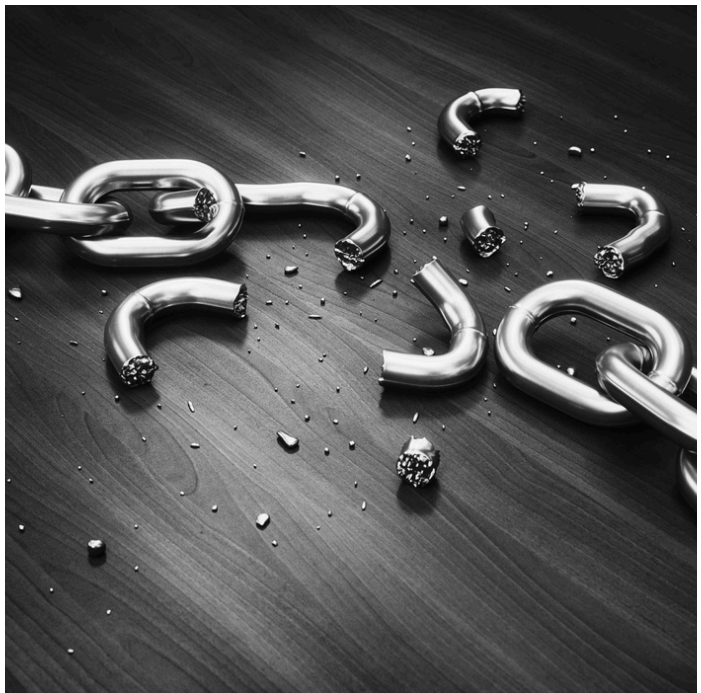


Briefing

The Impact Delivery Gap



Recurring Revenue Runs on Recurring **Impact**

Hi there!



Thanks for your interest in what I do.

Put simply, I help recurring revenue businesses gradually implement internal structures that enable and sustain their own future — **exponential growth fueled from existing customers.**

Think of it like building a house. Starting without a blueprint may seem faster, but it'll cost more, take longer, and lead to costly rework. The bigger you want to grow, the more crucial your foundation becomes. Without solid structures, growth can cause cracks—or even collapse.

That's what I offer—guidance grounded in real-world experience, from both leading and fast-growing companies.

I first ran into this challenge at MuleSoft, a fast-scaling SaaS company: After operating, leading, and building Customer Success at Salesforce, I joined MuleSoft's Customer Success leadership just as growth was accelerating.

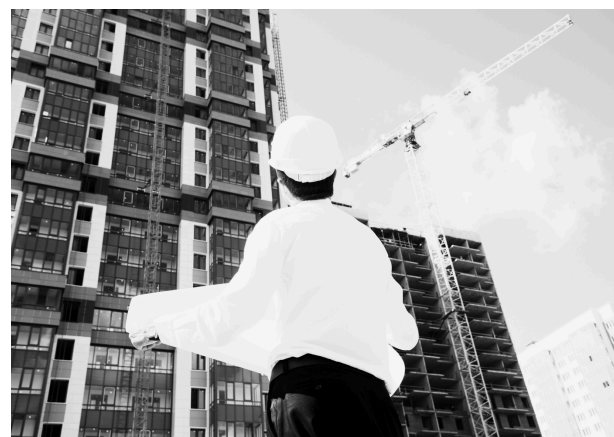
That's when I realized: our Customer Success model was reactive, costly, and not built to scale. It worked—until it didn't. I initiated and led the redesign of MuleSoft's global Customer Success strategy to make it more intentional and efficient - fit for sustainable, scalable growth.

Since then, I've been helping other subscription businesses — sharing what I've learned and co-creating better ways forward.

If that sounds helpful, I'd be happy to have a chat.

Warm regards,
Bjoern

Bjoern Stamm
Founder of cooplio



The Impact Delivery Gap

or: The Missing Half of Growth

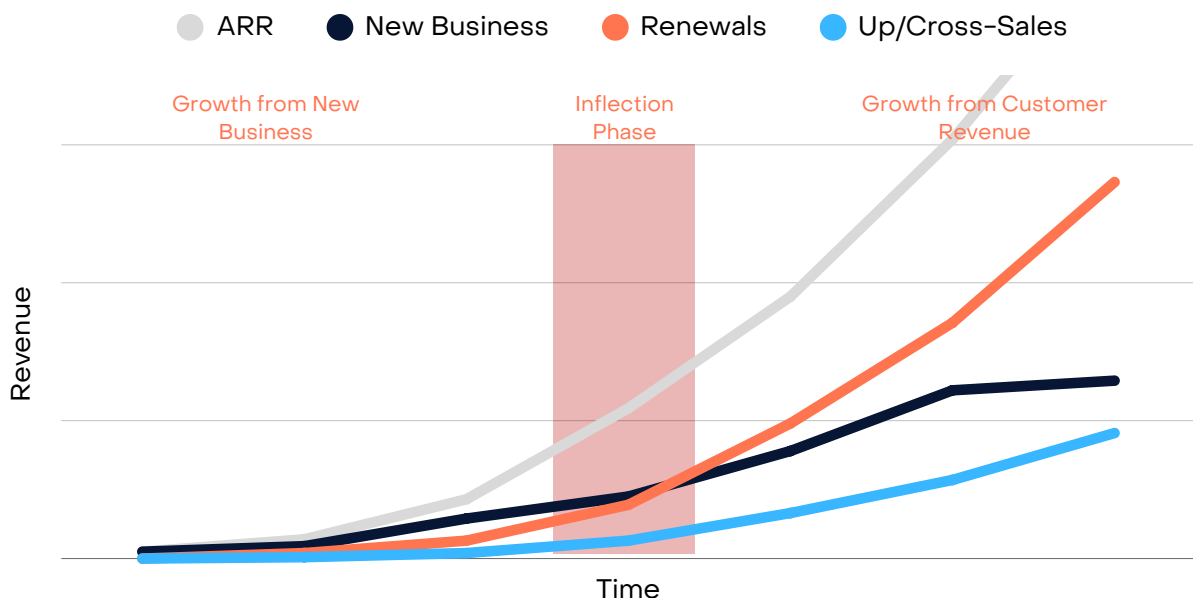
In subscription businesses, early growth is driven by acquiring new customers. Soon, revenue generated from existing customers surpasses that from new logo acquisition.

Exponential growth, therefore, stems from the compounding effect of intentional and sustainable retention and expansion.

This requires post-sales to evolve with the same structure and rigor as sales, enabling both to operate as a unified **end-to-end GTM engine**.

Long-term success, then, hinges on the ability to consistently retain and grow existing customers by delivering measurable, recurring impact.

Schematic evolution of revenue stream composition



Yet many growing organizations stall midway through their growth journey. While sales teams are structured early—often using frameworks like MEDDIC, SPICED, or others—the focus remains heavily on optimizing the land phase, while the retain and expand journey is deprioritized.

Sales processes are refined to drive predictability, repeatability, and rigor—but post-sales is waiting to be given the same attention. This kills **GTM velocity**.

This asymmetry not only creates **cross-functional friction** across customer-facing teams, it also leads to an **inconsistent customer experience** and an **imbalanced GTM execution**.

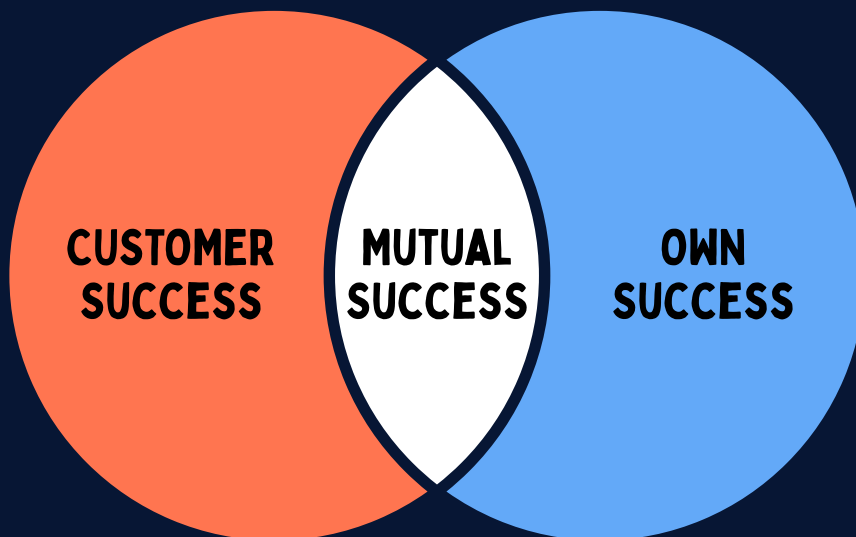
The result is what we call the **Impact–Delivery Gap**—a growing disconnect between the value promised during the sale and the real impact delivered after it.

No surprise — when left unaddressed, these gaps increasingly lead to **uncontrolled churn, stalled expansion and rising operating costs**.



**CONTACT US FOR OUR
SIGNATURE PROGRAMS**

DELIVERING REPEATABLE IMPACT



ENGAGING EFFICIENTLY AT SCALE

Thank you!

Thank you for your interest!

If you have any questions or would like to discuss further, please don't hesitate to schedule a meeting using below QR code.



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