A decorative graphic in the top-left corner consisting of several overlapping light pink circles and semi-circles of varying sizes.

▶ **Smart Sales**

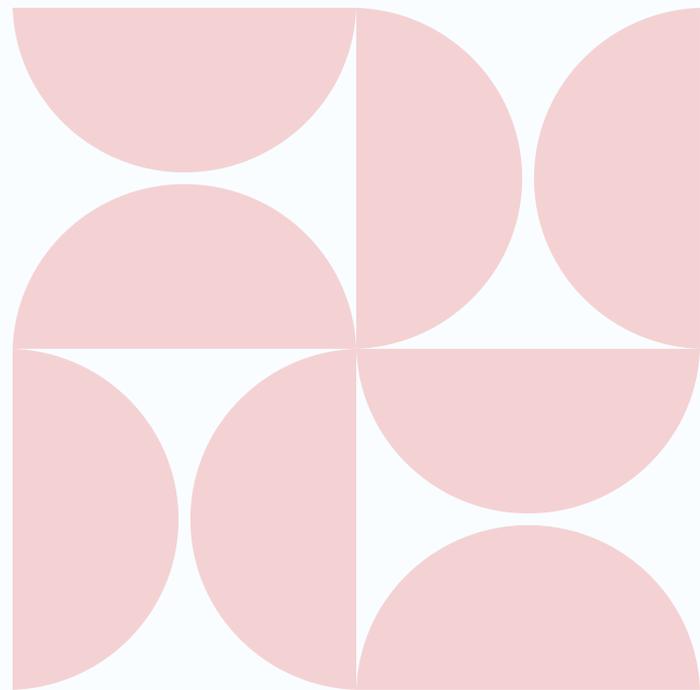
# Disciplined Execution

Helping founder led businesses build predictable revenue, accountable teams, and scalable operations.

**Leadership + Talent + Systems**



[www.straxecute.com](http://www.straxecute.com)

A small white mouse cursor icon pointing upwards at the end of the URL.



# ▶ Our Approach

At Straxecute, we work directly with business owners and their leadership teams to align sales, marketing, and operations into one clear execution rhythm.

We don't stop at advice. We implement practical management routines, leadership habits, and accountability structures so teams follow through consistently not only when the owner is present.

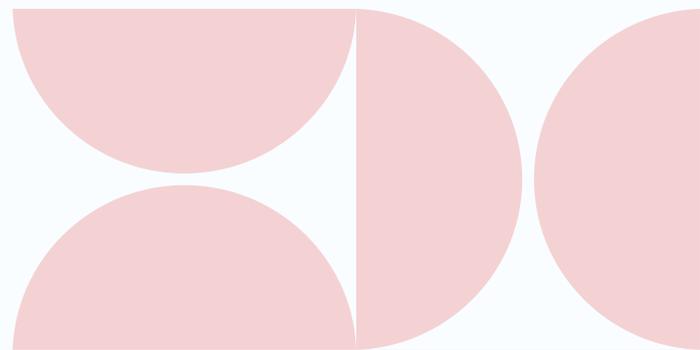
## **Our focus is simple:**

Weekly progress, measurable performance, and teams that take ownership.

**Leadership + Talent + Systems**



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# ► What We Offer

- **Revenue Growth:** Structured pipeline management, opportunity qualification, and sales coaching that convert activity into predictable business.
- **Market Positioning:** Clear messaging, targeted outreach, and coordinated marketing support that attracts the right customers and strengthens the sales conversation.
- **Execution Discipline:** KPIs, CRM usage routines, leadership cadences, and performance reviews that ensure plans are followed and results are sustained.

**Sales + Marketing**



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# Sales Execution

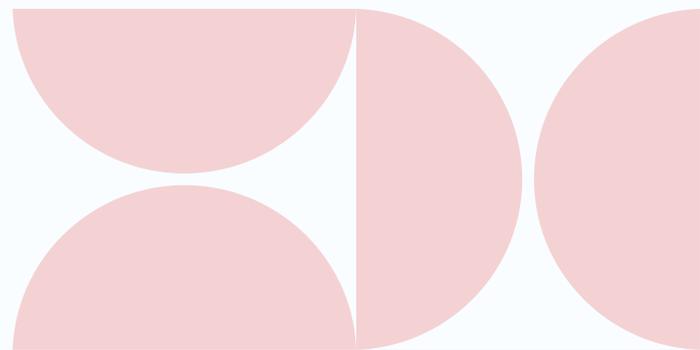
## ▶ Framework

- **Sales Leadership:** Coaching routines and high-payoff activities that enable managers to drive consistent team performance..
- **Sales Process:** A clear, repeatable sales journey with defined stages, qualification criteria, and conversion tracking.
- **Sales Talent:** Right people in right roles with right skills and attitudes. Retaining top performers, remediating or replacing under performers.
- **Sales Accountability:** Weekly one-on-one performance reviews with defined targets and follow-through actions.
- **Sales Meeting:** Structured meetings focused on pipeline health, deal movement, and next steps.
- **Customer Persona:** Defined buyer profiles and decision drivers to improve targeting and conversion.

Sales + Execution System



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# ► Sales Organization & Capability

- **Sales Talent:** Placing the right people in the right roles, developing performers, and addressing underperformance early.
- **Sales Training:** Role-specific coaching based on real deals and real customer situations.
- **Sales Compensation:** Incentives aligned with revenue quality, profitability, and timely cash collections with faster cash collections.
- **Sales Organization:** Clear roles, responsibilities, and reporting structure for scalable growth.
- **Sales Team Feedback:** Regular front-line feedback loops to refine strategy and improve execution.

Sales + Growth Engine



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# The Straxecute

## ▶ Advantage

With hands-on involvement and a structured methodology, Straxecute helps growing businesses:

- Clarify roles and responsibilities
- Build accountable leadership teams
- Create predictable sales performance
- Reduce owner dependency
- Improve customer experience and retention
- Achieve sustainable, measurable growth

Smart Sales. Disciplined Execution. A business that performs even when the owner steps away.

**Straxecute engagements are led by Ibrahim Mohammed, Founder & Principal Consultant.**

He works directly with business owners and leadership teams to implement practical management systems, strengthen sales leadership, and improve organizational performance.

25+ years supporting SMEs and growth-stage companies.

Experience across businesses with combined revenues exceeding AED 1B.

**Begin the conversation:**

[www.straxecute.com/contact-us](http://www.straxecute.com/contact-us)