

Fractional GTM Retainer

Senior GTM strategist working inside your team — strategy + execution until the revenue engine runs without you reinventing it every month.

THE HARD TRUTH

African startups do not fail because of bad products. They fail because nobody built the machine to sell them. You have a working product. Revenue is still inconsistent (or zero). The gap is not technology — it is positioning, sales systems, and disciplined execution.

WHAT YOU GET (MONTHLY RETAINER)

- ✓ Ideal Customer Profile + market segmentation that actually converts
- ✓ Positioning & messaging architecture buyers respond to
- ✓ Complete sales playbook + pipeline architecture
- ✓ Revenue forecasting + real-time KPI dashboards
- ✓ Channel strategy (inbound + outbound) tuned for African markets
- ✓ Weekly strategy sessions with the founding team
- ✓ Support hiring & onboarding your first sales hires
- ✓ Async Slack support for real-time decisions

HOW IT WORKS — 4 PHASES

01 DIAGNOSE	Dissect product, market, team, current revenue and the real constraint blocking growth. Evidence only.
02 POSITION	Sharpen ICP, lock positioning, build the core message that makes the right buyer say “this is exactly what I need.”
03 BUILD	Construct full sales motion: pipeline, sequences, objections, pricing, metrics. Systems, not hope.
04 SCALE	Optimise conversion, hire the right people around the system, install reporting so you can see around corners.

WHO THIS IS FOR

YES — if you:	NO — if you:
• African founder with a working product + inconsistent / zero revenue • Ready to execute when given clear direction • Want systems that compound instead of founder energy • Aiming for \$1M+ revenue in 12–18 months	• Want a strategy document and then disappear • Still at idea stage or validating demand • Looking for the cheapest option, not the highest leverage • Not open to being challenged on assumptions

WHAT FOUNDERS SAY

“Ninety days later we had a functioning pipeline, a sales playbook the whole team could use, and our first three enterprise clients signed. He builds alongside you.”

— Chukwuemeka O., CEO, B2B SaaS · Lagos

“Sani helped us get specific about who we were for, rewrote our positioning, and rebuilt our outreach. Revenue doubled in the first quarter.”

— Amara N., Founder, Fintech · Nairobi

INVESTMENT

NGN 200,000 / month · 3-month minimum · Spots limited to 3–4 founders per quarter

A world-class CRO costs \$200k+/year. This delivers the same calibre of GTM thinking and execution at a fraction of the cost.

NEXT STEP

Book a free 30-min GTM Diagnostic Call

We diagnose your biggest revenue blocker and map the exact next steps.
No obligation. Spots limited each quarter.

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Sani Jibo · Principal Consultant · Experience working inside \$1M+ revenue teams
Fractional GTM for African founders · Fintech · Healthtech · SaaS · AgriTech · Logistics
pgonze.com · This is not a course or a workshop. We build and execute together or not at all.