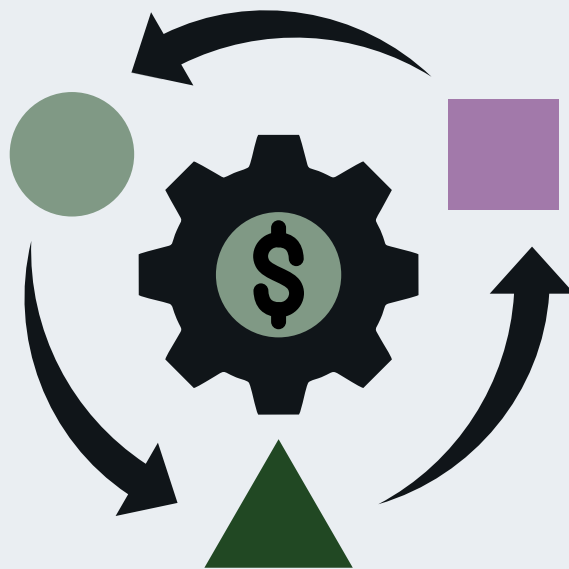


RevOps Transformation for a {Anonymized High-End Security Services Provider}

A high-end security services company staffed by former special operations professionals supporting ultra-high-net-worth individuals (\$10M–\$1B+) with personal protection, emergency extractions, medical airlifts, and both physical and cybersecurity solutions. A small operation with 20 FTE's, they needed stronger operational structure to capture demand consistently and profitably.



The Challenge

- HubSpot was underutilized and misaligned with sales motion
- No clear ICP definition, leading to wasted effort on low-fit prospects
- Low conversion rates and inconsistent follow-up with past clients
- Lack of top-of-funnel cadences to generate new opportunities
- Sales cycles averaging 7-months, slowing revenue realization
- Manual work consuming resources, with leaders lacking visibility into pipeline and forecasts

Solution

- CRM redesign in HubSpot aligned to ICP and streamlined workflows
- Lead routing and automation to reduce leakage and eliminate manual assignments
- Top-of-funnel cadences to systematically drive qualified opportunities
- Sales process redesign to create a clear, efficient framework and shorten deal cycles
- Delivery of a comprehensive sales playbook and structured team training
- Leadership alignment across sales and marketing for shared visibility and forecasting
- Project was completed in 3.5 months and fully adopted by the internal team at handoff

RESULTS

Growth

- 36% increase in qualified pipeline opportunities
- 5% of past clients re-engaged within 2 months

Efficiency

- Sales cycle shortened from 7 months to 4 months
- Automation removed work equal to 1.5 FTEs

Visibility

- Forecast accuracy significantly improved
- Leadership alignment across sales and marketing with full adoption of the new playbook

Conclusion

By redesigning the company's RevOps infrastructure, Limitless Consulting delivered a scalable foundation for growth. The engagement proved that even highly specialized, discreet service providers benefit from structured revenue operations. With a stronger pipeline, faster deal cycles, and clear visibility across teams, the company is now positioned to serve its elite clientele with greater efficiency and confidence.

