



Bruce Kopkin
Fractional CRO, CSO

sales-i

From stagnant growth to strategic acquisition, powered by TechCXO's fractional revenue leadership

SOLUTION

Bruce Kopkin, Partner and Fractional CRO/CSO at TechCXO, served as interim GM for one year. He focused on rebuilding the company's growth engine by:

- Repositioning the product as an enterprise-ready sales intelligence tool
- Hiring a Customer Success Manager and creating retention-focused policies
- Realigning GTM strategy across sales, marketing, and customer success
- Expanding the partner ecosystem, including a strategic relationship with SugarCRM

"Bruce's leadership transformed our company in a single year into an enterprise player with 220% YoY revenue growth, and positioned us for a long-desired acquisition."

-sales-i Founder

OVERVIEW

sales-i is a B2B sales software tool that turns raw, hard-to-reach customer data into actionable insights—helping teams uncover upsell opportunities, identify churn risks, and make every sales conversation more profitable. Despite a strong product, growth had stalled and churn was climbing until a one-year engagement with TechCXO changed the trajectory.

CHALLENGES

sales-i faced stalled growth, rising churn, and a go-to-market model that wasn't connecting with larger customers.

- Monthly recurring revenue (MRR) per deal averaged just \$800
- Churn hit 20%, with no formal customer success function in place
- Poor conversion rates from BDR outreach to qualified pipeline
- Investors were losing confidence as revenue stalled
- Market perception limited the platform to SMBs

GOALS

With investor pressure mounting, the company set clear priorities to reposition the business, improve retention, and drive enterprise-level growth.

- Increase average deal size and improve pipeline efficiency
- Establish a customer success function to reduce churn
- Reposition the company as an enterprise-grade solution
- Expand channel partnerships and strategic reach

OUTCOME

In just one year, sales-i transformed its performance across every revenue metric—culminating in a successful strategic acquisition:

- Increased average deal size from \$800 to \$7,200 MRR (with one \$100K MRR deal)
- Achieved 100% client renewals and 118% net revenue retention
- Delivered 220% YoY revenue growth
- Positioned the company for acquisition by SugarCRM