



Christopher Cumby

BUSINESS ADVISOR &
CONSULTANT

Revenue. Sales. Scalable Growth.

— THE CHALLENGE



**Growth should
not feel
unpredictable.**

Business owners are too often pulled between inconsistent sales, weak lead flow, underperforming teams, and pressure on cash flow.

Christopher helps identify what is holding revenue back, then turns that insight into a clear plan for stronger sales, better execution, and sustainable growth.

**The goal: more revenue, more leads, and
a business built to perform.**

— THE ADVISOR

A front-line advisor built for results.

Christopher Cumby is a nationally recognized business development and sales professional, business advisor, author, speaker, and coach.

\$700M+

IN PERSONAL REVENUE GENERATED
ACROSS INDUSTRIES

His perspective is practical: real operating experience, proven sales discipline, and the belief that businesses grow faster when strategy, people, and execution are aligned.

- ✓ Strengthen sales processes
- ✓ Improve conversions
- ✓ Build high-performance teams
- ✓ Raise capital and scale with intention

— THE METHODOLOGY



Diagnose. Navigate. Accelerate.

D

Diagnose

Identifies bottlenecks, revenue leaks, market opportunities, and gaps across the business.

N

Navigate

Turns those findings into a focused growth roadmap, stronger systems, the right resources, and clear milestones.

A

Accelerate

Executes the initiatives that move the numbers—pipeline growth, team performance, sales conversion, operating discipline, and long-term value creation.

— FOUNDATIONAL PILLARS

Build the business behind the revenue.

Christopher works alongside owners and leadership teams on the pillars that support sustainable performance.



Revenue growth
architecture and sales-
process optimization



Marketing, brand,
pipeline, and funnel
alignment



Operational systems,
leadership, and team
performance



Cash flow, margins,
capital strategy, and
scale planning

OUTCOME

A more focused business that is designed to grow, not merely react.

— GO-TO-MARKET STRATEGY

Turn a strong offer into market momentum.

Christopher helps companies bring new products and services to market with clarity, and helps established businesses amplify offers that deserve more attention and revenue.

Launch a New Offer

- ✓ Define ideal customer, positioning, and core value.
- ✓ Craft the launch story, market message, and activation plan.
- ✓ Align the team on the route from awareness to sale.

Amplify an Existing Offer

- ✓ Reposition around the strongest buyer need.
- ✓ Tighten messaging, sales process, and channels.
- ✓ Run a focused growth campaign to boost visibility and conversion.

The right offer, to the right market, with the right message—executed with momentum.

— THE METHODOLOGY

Put the Success Playbook Method to work.

The Success Playbook Method provides the repeatable foundation businesses need to create predictable growth.

This is not theory. It is a usable system for sales execution.



Diagnose inconsistent sales, lead flow, and team-performance gaps



Strengthen sales conversations, follow-up discipline, and conversion



Build a more accountable, confident, high-performance sales culture



Use practical next steps to increase revenue without simply working harder

— CAPITAL CONNECTIONS & NETWORK

Capital needs more than a pitch. It needs the right connections.

Christopher helps founders prepare for pivotal growth moments by strengthening the business narrative, clarifying the capital strategy, and connecting the right opportunities through a strategic network.

A well-positioned business makes every introduction more valuable.



Investor Readiness

Assess the growth story, financial narrative, and materials that help a business present with confidence.



Capital Strategy

Align the raise, resource requirements, growth milestones, and timing behind the next phase of the business.



Strategic Introductions

Create qualified connections to potential capital partners, investors, buyers, and growth opportunities.



Network Expansion

Build access to the trusted relationships, market insight, and high-value conversations that create leverage.

— AUTOMATION & AI

Remove bottlenecks. Scale the engine.

Automation should create capacity—not complexity. Christopher helps teams use AI systems and automation to move faster without adding unnecessary headcount.



Outreach sequences, lead scoring, and qualification workflows



Follow-up automation and nurture systems



CRM data enrichment and pipeline reporting



Performance dashboards and revenue analytics

The focus is simple: better visibility, faster execution, and more time spent on high-value work.



— STRATEGIC ADVISORY

When the next move has to be the right one.

For companies at a critical inflection point, Christopher provides hands-on support to stabilize performance and reset the path forward.

💰 P&L review, cost restructuring, and margin improvement

👥 M&A target identification, diligence, and leadership transition support

📈 Revenue-recovery strategy and operational triage

📅 90-day stabilization planning for declining revenue, ownership transitions, or acquisition opportunities

The mandate: create clarity, preserve momentum, and restore control.

— EXIT & CAPITAL STRATEGY

Build value today. Prepare for tomorrow.

Growth and exit readiness should never be separate conversations. Christopher helps founders build a more valuable company while preparing for capital, transition, or sale.



Investor-readiness assessment, pitch narrative, and financial story



Growth advisory before a raise and capital introductions



Valuation guidance and identification of value drivers



Buyer-ready financial clean-up, exit planning, deal support, and wealth-transition considerations

— COACHING PROGRAMS



Coaching that turns ambition into execution.



One-to-One Coaching

Gives committed leaders a personal sales accelerator—direct coaching on sales process, scripting, pipeline conversion, mindset, accountability, and revenue goals.



Sales Accelerator Bootcamp

A six-week training experience that sharpens sales skills, develops a winning mindset, improves prospecting and follow-up, and gives teams tools to track progress.



Group Accelerator

Brings accountability, sales-process review, pipeline strategy, network access, and live support into a high-intensity cohort format.

"The Success Playbook is a valuable road map for anyone who strives to improve aspects of their personal and professional lives. Christopher helps guide you through your journey to find what you love, do what you love, and be the person you've always aspired to be."

- Brian Tracy

THE SUCCESS PLAYBOOK



Principles and
Strategies for
Building a Rich
and Happy Life

CHRISTOPHER CUMBY

— AUTHOR & THOUGHT LEADERSHIP

The Success Playbook: Principles and Strategies for Building a Rich and Happy Life

Christopher Cumby wrote *The Success Playbook* to share practical, applicable strategies for people ready to make a change, pursue meaningful goals, and build a more fulfilling life. The book connects the discipline of professional growth with the personal foundations that make lasting success possible.

The Four Pillars of Success

The Power of Journaling

The Who A.R.E. You? Principle

The Five Cs

The Decision-Making Formula

Actionable Playbook Exercises

— MASTERMINDS

Better rooms create better decisions.

Christopher's masterminds convene serious operators and founders for peer accountability, strategic conversation, curated perspectives, and direct access to practical business insight.

The experience is designed for leaders who are ready to move beyond isolation, build stronger relationships, and create more leverage in the business.



— SPEAKING & WORKSHOPS

Move sales teams to action.

Christopher brings the same energy and operating experience to stages, leadership retreats, company kick-offs, sales conferences, and team training days.

KEYNOTE & WORKSHOP THEMES

- 🎤 The Success Playbook: building a revenue-generating machine
- 📉 Pipeline mastery: from prospecting to close
- 🎮 The gamification of money making in your business
- 🧠 Mindset, resilience, and high-performance sales leadership

SALES CONFERENCES

COMPANY KICK-OFFS



— PROVEN IMPACT

The results speak for themselves.

\$700M+

Personal revenue generated across industries

500+

Clients coached and businesses served

97%

Clients earning back their coaching investment plus a 5× return within one year

12×

Pipeline acceleration for lead generation clients

56%

Accelerator participants who doubled their revenue

76%

Mastermind attendees reporting significant revenue lift

Every engagement starts with a diagnosis, then moves toward a measurable outcome.

— TESTIMONIALS

Trusted for practical insight and relentless optimism.

“

"Christopher is one of the foremost experts and authorities on integrity marketing and sales execution..."

Brian Tracy

“

"If you are looking to increase your sales revenue and motivate your sales team, Chris Cumby will be a valuable asset to your organization."

Peter Hwang

“

"Everyone needs a coach like Chris if you want to Level Up!"

Wade Cotton

— NEXT STEPS

Let's find the leverage in your business.

A focused conversation can surface what is holding growth back and where the next gains can come from.



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