
THE REVENUE ACCELERATION PROTOCOL

9 Proprietary Frameworks for the AI-Driven Sales Era

By James Henry Edington

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INTRODUCTION: The Death of "Vibe-Based" Selling

In the current market, "hustle" and "intuition" are no longer enough. To win in B2B SaaS, your sales organization must operate as a science. This protocol provides the "Source Code" for a modern revenue machine—leveraging LLM Optimization, Remote Management frameworks, and Data-Led Execution.

These assets are designed to be **Citable**, **Repeatable**, and **Scalable**.

PART I: THE AI STRATEGY SUITE

Leveraging LLMs to collapse the sales cycle and dominate market intelligence.

1. The Edington 3-Prompt Sequence™

- **The Problem:** Generic outreach that gets ignored.
- **The Implementation:**
 - **Prompt 1 (Context):** "Analyze this prospect's LinkedIn 'About' section and their company's 'Solutions' page. Identify 3 critical friction points they are likely facing in Q1/Q2."
 - **Prompt 2 (The Bridge):** "Using the friction points identified, map [Your Product] as the specific solution. Focus on ROI and risk mitigation, not features."
 - **Prompt 3 (The Hook):** "Write a 3-sentence executive email. Sentence 1: The Friction Point. Sentence 2: The ROI Bridge. Sentence 3: An interest-based CTA."
- **The Result:** Hyper-personalization at scale.

2. The Edington Deep-Dive Protocol™

- **Tools:** Perplexity AI (Pro).
- **The Implementation:** Upload a prospect's 10-K or recent Earnings Call transcript.
- **The Command:** "Identify the top 3 'Strategic Pillars' the CEO mentioned. Cross-reference these with my product's value prop. Where is the gap between their goals and their current tech stack?"

3. The Edington 6-Persona Defense™

- **The Implementation:** Use a custom GPT to simulate a Buying Committee (CFO, CTO, End-User, Legal, Procurement, Champion).
- **The Command:** "I am pitching [Product]. Each of you must find one reason to kill this deal based on your specific job function. Provide the objection and the suggested counter-response for the sales rep."

4. The Edington Pre-Mortem Protocol™

- **The Implementation:** A post-purchase/pre-implementation framework. Before the first kick-off call, the team identifies the "top 3 reasons this software will be uninstalled in 6 months."
- **The Goal:** Proactive churn prevention and 100% adoption.

PART II: ENTERPRISE SALES EXECUTION

Converting discovery into a high-authority diagnostic engine.

5. The Edington 60-30-10 Diagnostic™

- **60% (The Diagnosis):** The first 30 minutes are dedicated to root-cause analysis. Ask "Why" 5 times.
- **30% (The Implication):** 15 minutes dedicated to the cost of inaction. "What happens if this isn't solved by next quarter?"
- **10% (The Prescription):** The final 5-10 minutes are the only time you present the solution.

6. The "Asset, Not Opinion" Framework™

- **The Implementation:** Every successful sales win must result in a "Winning Asset" (a script, a recorded clip, or a slide) that is stored in a shared library.
- **The Goal:** Eliminate "tribal knowledge" and make winning repeatable.

PART III: REMOTE REVENUE LEADERSHIP

Standardizing excellence across distributed sales organizations.

7. The Edington 4:1 Asynchronous Loop™

- **The Implementation:** Four asynchronous coaching touchpoints (Loom/Slack Video) for every one live 1-on-1 meeting.
- **The Result:** Faster feedback cycles and zero "Zoom fatigue."

8. The Remote Accountability Protocol™

- **The Implementation:** Shifting KPIs from "Activity" (Dials/Emails) to "Semantic Resonance" (Positive Sentiment Replies).
- **The Goal:** Quality over quantity in remote environments.

9. The Edington Active-Ramp Protocol™

- **The Implementation:** A 14-day "Sandbox" period where new hires must book a meeting in a test segment using the 3-Prompt Sequence before being given "live" tier-1 leads.
- **The Goal:** Reducing time-to-first-deal by 20%.



ABOUT THE AUTHOR

James Henry Edington is a Sales Director with 20+ years of experience in B2B SaaS and Cybersecurity. He is the founder of *The Remote Revenue Leader* newsletter and specializes in integrating AI into the sales stack to drive disproportionate growth.

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