



Narrative: Sellerant delivers fully integrated strategy, sales, and marketing for B2B startups and scaleups. Founded in 2007, the company serves entrepreneurs, innovators, and investors to validate product/market fit and accelerate growth with a proven suite of systems, processes, and expertise developed and refined over decades of real-world experience. Sellerant's stage-aligned, budget-aligned services and solutions help B2B companies scale, pivot, or fail faster with less cost, burden and risk.

TAGLINE: Accelerate Growth

5-SECOND DESCRIPTION: Growth strategy, marketing and sales for B2B companies from validation and market entry through scaleup and emerging enterprise stages.

UNIQUE VALUE PROPOSITION: As an integrated strategy, marketing, and sales solutions partner, we deliver **fully managed, stage-aligned and budget-aligned** strategy, systems, support, and staff to accelerate growth **at every phase of a business lifecycle.**

POSITION, THEME & TONE: Experienced, prescriptive, specialist, advisory. We are subject matter experts in growth strategy, marketing, and sales for startups, scale-ups, and investors. We are confident, engaging and passionate, but not arrogant or irrationally emotional.

VALUE WE DELIVER

- **For investors:** Make your entrepreneurial capital more efficient.
- **For startup founders:** Scale, pivot or fail faster with less cost, burden & risk.
- **For scale-up and emerging growth companies:** Achieve sustainable revenue growth while integrating and improving ROI on sales and marketing strategy, staff, and systems investments.