powered by WINS™

Safety Mojo + WINS:

How a First-Time CRO Scaled Revenue and Leadership

Safety Mojo is a risk and safety management SaaS platform serving the construction and oil & gas industries. Their mission is simple but urgent: protect workers on the front lines and give leadership the visibility to build a stronger safety culture.

When Safety Mojo appointed Nate Dart as its first Chief Revenue Officer, the opportunity was huge—but so was the risk. As a first-time CRO, Nate had to build sales, marketing, and customer experience from scratch while introducing a disruptive product to a conservative industry.

The path forward wasn't just about activity. It was about building a repeatable, buyer-aligned system of leadership that would free his sales and customer-facing teams from the Transactional Trap.

That's where the WINS Model™ came in.

> ***"Wherever I go in my career, I'll take WINS with me. I'll make it part of my contract if I have to. That's how impactful it's been."***
>
> Nate Dart, CRO
> safety Mojo

The Challenge

Every growth story has friction points. For Safety Mojo, it was twofold:

- **First-Time Sales Leadership:** Nate was a proven top performer, but he'd never built and led a sales-led revenue organization. Without the right system, even the most driven leader and team members risk running hard in the wrong direction.
- **Breaking Through Buyer Resistance:** Safety Mojo's innovation was cutting-edge, but buyers weren't sure it was mission-critical. Too often, prospects treated it as a "nice-to-have" rather than a must-have.

The result? A high risk of inconsistent messaging, false starts, stalled deals, and a team without a proven process to rally around.

> ***"WINS doesn't feel pushy. It's not a new way to sell, it's a genuine way to help people buy—solving problems, building partnerships, and making conversations flow naturally."***
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> 
> Nate Dart, CRO
> safety Mojo

The Turning Point

Unlike traditional sales methodologies that polish old tricks, WINS challenges the status quo. It exposes the hidden costs of transactional thinking and arms leaders with a codified framework proven by 11M+ hours of live fieldwork.

For Nate, this was the breakthrough. Instead of relying on instinct, he and his team adopted a servant leader-centric conversation model that aligned every step of the sales process with key stages of the buying cycle.

- **Sharpened ABP:** Redefined territories and named accounts based on their Always Buyer Personas (ABP).
- **BDR Upgrade:** Retooled scripts to deliver "problem prospecting", growing appointments held, and new opportunities by 350%+.
- **Buyer-Centric Selling:** Introduced WINS Conversation Guides to minimize pitching and presenting demos.
- **Coaching Cadence:** Introduced weekly call reviews and role-plays to reinforce winning habits.

Before WINS	After WINS
Sales conversations were transactional	Conversations became collaborative and leadership-driven
Too many forecast deals ended in no decision	Qualified opportunities, deal values, and win rates multiplied
Buyers saw the solution as a “nice-to-have”	Safety Mojo was repositioned as a mission-critical solution
No standardized coaching or sales process	A common sales language and structure unified the team
Forecasts and deal momentum were inconsistent	Pipeline momentum and revenue growth accelerated

The Transformation

WINS reshaped Safety Mojo’s go-to-market motion:

- **Record-Breaking Growth:** Quarter over quarter revenue doubled in Q2 2025 and then again in Q3, scoring the two best quarters in company history.
- **Standardized Process, Personalized Coaching:** WINS gave Nate a framework to coach every rep — whether identifying strengths, shortening cycles, or addressing weak spots in buyer interviews.
- **Enterprise Expansion:** Starting with one division of Prologis (the world’s largest warehouse holdings company), Safety Mojo expanded into multiple divisions, established critical use cases, and opened new geographies.
- **Customer Perception Flipped:** Through WINS, reps tied the platform’s value to buyer impact and outcomes. Clients now say, “I can’t do my job without Safety Mojo.”

Why It Worked

Most sales teams confuse more activity with more progress. WINS flips that equation.

By codifying what elite sellers already do instinctively, WINS gave Safety Mojo a shared, scalable process that turned average performers into growth multipliers.

Today, reliable conversation guides make success predictable and repeatable, empowering salespeople to:

- Surface strategic buyer priorities that create champions and buying momentum.
- Always know where they are in the buying cycle and what steps come next.
- Forecast deal health and seek specific guidance from their sales leader.

Results That Speak for Themselves

- **Two consecutive quarters of record revenue**
- **Average customer Value (ACV) growth of 100%+**
- **Average deal volume across the team grew by 300%+**
- **BDR opportunity conversion and generation grew by 350%**
- **Sales cycle times were shortened and normalized across the team**

The Takeaway

For Nate and his team, WINS wasn't just about hitting numbers. It was about building a culture of servant leadership where sellers lead, buyers win, and growth becomes predictable.

Nate's advice to other first-time CROs and growth-stage leaders?

> ***"Get yourself a James. You need someone who won't just tell you what to do, but who'll listen, guide, and help you run in the right direction. Of all the things we've tried, there's one non-negotiable—it's WINS. The best sales process I've been through in my career."***



Nate Dart, CRO
safety Mojo

Ready to Escape the Transactional Trap?

Don't settle for more activity, more stress, and more stalled deals. WINS liberates your team from the Transactional Trap and gives you a proven framework to scale revenue with clarity, confidence, and control. Book a strategy call with James Rores today.

Book Today