

Maximize Outcomes to Maximize Revenue

Today's B2B buyers have evolved. Customers want business outcomes, yet most vendors continue to sell product features and benefits. This gap prevents sales from opening doors at the executive level. To close the gap, you need to map the value your products deliver to the business outcomes your customers want.

GrowthTera Business Outcomes Model

Getting an audience with C-suite decision-makers requires strategic level conversations using their business language.

GrowthTera offers tools, training, and consulting to help your reps become the strategic partners your customers expect.

- | Grow your pipeline
- | Increase deal size
- | Accelerate sales velocity
- | Increase customer lifetime value

DEFINE

Monetize and align the value you deliver with the business outcomes customers expect.

SELL

Connect at the executive level, shape the vision, create opportunities and seal the deal.

DELIVER

Deliver the outcomes customers expect to retain and grow customer revenues.

INTEGRATED REVENUE ENGINE™

Get everyone collaborating to define, sell and deliver business outcomes.

1. DEFINE Business Outcomes

Success today requires outside-in thinking. It requires moving from a product focus to a business outcomes focus. It starts with a thorough understanding of your target customers—their business challenges, goals and key initiatives, and then mapping the value you deliver to the business outcomes they care about.

We do a deep dive to help you know your **ideal customer** better than anyone else in your space, so you zero in on the right customers to drive your growth.

We define specific **use cases** and quantify the **unique value** you deliver.

We research your target accounts to uncover insights about your customers' business and key initiatives. We then use those to **align your value with your customers' business outcomes**. Your reps get the insight and messaging they need to open doors with C-suite and executive decision makers.

Less than **10%** of providers do a good job of communicating the business value their technology and services provide.

Gartner

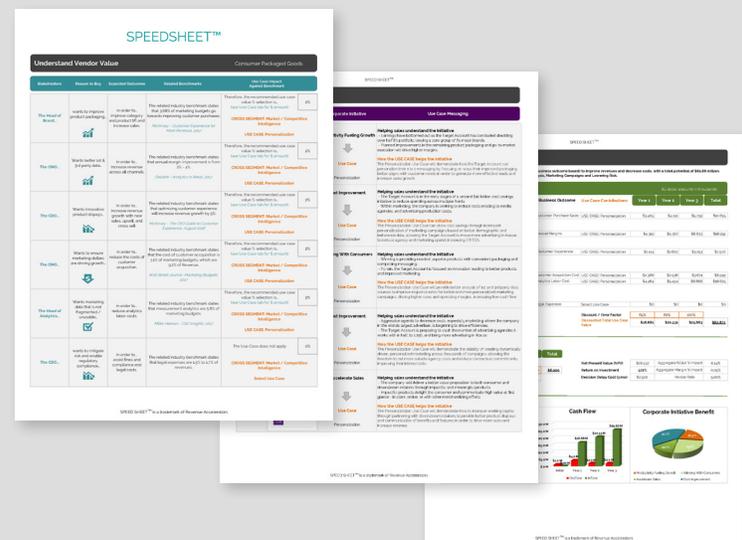
We power up **account-based marketing** and sales initiatives across the entire buyer and customer journeys. Grab your customer's attention at critical stages to accelerate leads, drive adoption and maximize revenues using financial proof of your solution's value.

Less than **7%** of vendors understand their (customers') business needs and provide valuable insights.

Oracle/Mainstay

We offer **SpeedSheets™**, a tool that:

- Maps your solutions and use cases to specific business initiatives and financial goals at a target account.
- Quantifies your value and aligns it to business outcomes.
- Contains use cases and business cases that are personalized to individual buyer personas
- Automates sales messaging for C-suite selling into new and existing enterprise accounts



SpeedSheets™ is a trademark of Revenue Accelerators

Don't make reps wait for a meeting to get the insights—give them insights that will get them the meeting!

2. SELL Business Outcomes

Winning major opportunities happens in the C-Suite. It's not easy to get your customers' attention, especially at the top. Are your sales professionals equipped to engage with executive decision-makers, based on the business outcomes they want?

GrowthTera's **Sales Health Check** analyzes the gap between where you are and where you need to be to reach your targets. We pinpoint specific actions that need to be taken, building on what is already working, and customizing solutions to meet your unique challenges.

We Help:

Account Executives develop account plans that define how you will optimize both customer outcomes and your revenues. Great plans help you gain internal support to sell and deliver outcomes, so you turn customers into loyal advocates.

Sales Enablement equip your sales team to maximize the size and speed of deals. Give them the scripts, templates, tools and content they need to add value at every level and stage of the buying process.

Sales Managers elevate performance across all levels in the organization. Our training and advisory services help you deliver predictable, reliable forecasts and revenues. We give you the coaching and support your managers need to get results that stick.

Sales Reps with training on how to sell Business Outcomes. Our sales training helps reps make the shift from selling products and solutions to selling business outcomes and creating a shared vision all stakeholders can embrace.

Only **49%** of the sales leaders we surveyed rated themselves as highly capable.

GrowthTera



Sales reps are **5x** more likely to get engagement if they add value to prospects.

Salesforce

Results from our training and sales development programs:

↑ Increased deal size up to 6X the original value

↑ Accelerated sales cycle from 18 months to 6 weeks

↑ Increased forecast accuracy to 90%+ of actual

↑ Increased revenue growth by 500%



3. DELIVER Business Outcomes

The relationship with your customer does not stop at the end of a sale. To retain and grow recurring revenues you need to deliver on your promises. It is all about expectation setting and management.

Our **Business Outcomes Health Check** assesses the role that outcomes play across your business and customer lifecycle. Our findings highlight opportunities to put customer outcomes at the center of everything you do - from onboarding, to marketing, to customer success, products and services.

We help you design a **customer onboarding** process that engages everyone to help your customers realize value as quickly as possible.

Track the **actual business outcomes** you deliver and set your company apart from your competition by helping your customers maximize the value from their investment. With the right metrics and measures, we help you build the story that shows the real difference you are making to your customer.

Only **55%** of B2B enterprises say they understand how their customers measure success.

Oracle/Mainstay

Shift the mindset of your people from order-takers to opportunity-makers. Look for ways to increase adoption of your solution. Share best practices and identify opportunities to generate additional revenue through **cross-sell** and **up-sell** opportunities, as well as **referrals** and **references**.

We provide the tools, training and consulting to help your people identify new ways to add value to your customers while growing your revenue base.

“ *GrowthTera helped us take an outside-in view of our customer onboarding program and identify opportunities to deliver a better experience and accelerate time to value.* ”

Joe Macies, CEO
Virtual OfficeWare , Healthcare Solutions

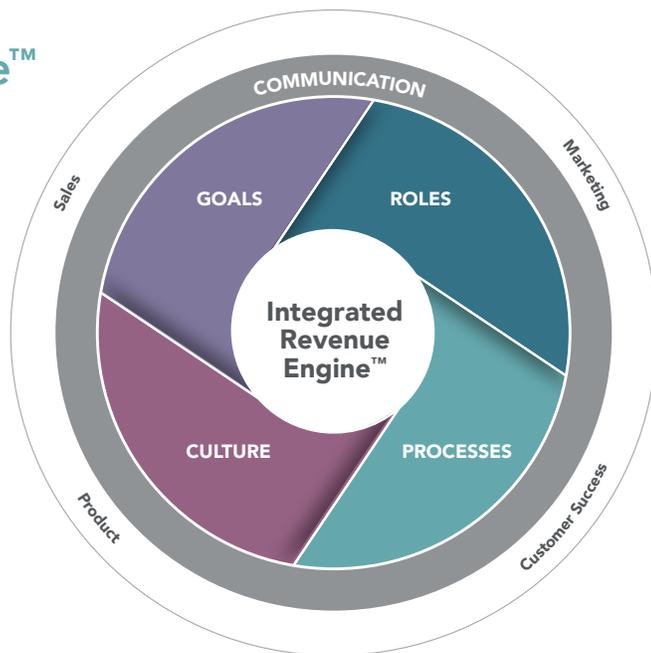
4. BUILD an Integrated Revenue Engine™

In today's subscription economy, everyone in the organization plays a role in winning, retaining and growing your customer revenues. You can't afford to miss valuable revenue opportunities, duplicate efforts, send conflicting messages, or drop the ball during handoffs between teams.

You need everyone working together across teams as one **Integrated Revenue Engine™ (IRE)**.

Our **IRE™ Health Check** diagnoses the maturity of your revenue engine. We survey people across sales, marketing, product, customer success, and the rest of the organization.

We work with you to establish goals, clarify roles and responsibilities, define processes, create a customer-centric culture and establish a communications cadence that ensures your organization is firing on all cylinders. We ensure your **IRE™** is firing on all cylinders to deliver outcomes customers love.



Cross-functional alignment contributes up to **19%** faster revenue growth and **15%** higher profitability.

Sirius Decisions

Why Us?

COLLABORATIVE APPROACH

Your situation is unique to you. You aren't looking for cookie-cutter solutions. We leverage our expertise and insight to bring you the best tools and techniques to your organization.

OUTCOMES-FOCUSED

It's not about us, it's about you. You want a partner that delivers results. We work with you to define and deliver the outcomes you and your customers need.

CHANGE IS HARD

Getting buy-in and support to make the changes you need is critical. We integrate change management principles and use experiences to engage, inspire, and motivate long-lasting change.

AGILE EXECUTION

Plans are designed to fill in the gaps, but you must also be able to adapt to changing dynamics. We work in sprints and incorporate learning loops, so you are able to quickly adapt and maximize results.



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