

## Grow Your B2B Revenues

Today's B2B buyers have evolved. They are prepared, knowledgeable, and in control of their process. By the time they meet with sellers, they expect someone who understands their business, who can add value, and who can help them achieve their business goals. Most sellers fall short, creating a big disconnect.

### The Buyer-Seller Disconnect Impacts Growth:



Your reps need to be the trusted advisors that customers want. Sales training and skill development are important, but they aren't enough. Sales challenges can be a sign of misalignment between Sales, Marketing, and Customer Success teams, who may be operating in silos instead of working together toward common goals.

### Sales Can't Do It Alone

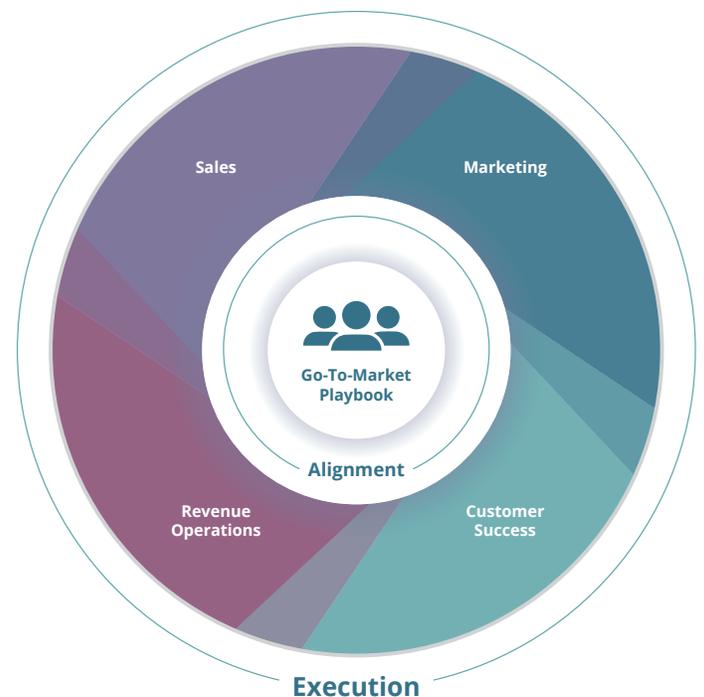
High growth companies break down the silos and transform Sales, Marketing, Customer Success and Revenue Operations teams into a finely tuned **Integrated Revenue Engine™**.

It starts with a Go-To-Market (GTM) playbook that defines how to dominate the market. It aligns teams around common goals and metrics, roles and responsibilities, processes and culture. It optimizes execution with right people, skills, tools and technologies to close the buyer-seller disconnect.

### We Get Results

- ↑ 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%

### Integrated Revenue Engine™



“GrowthTera is a positive, transformative force. They quickly aligned sales and marketing around a plan that helped the company deliver record revenues.”

Jean-Marc Levy  
CEO, ComplySci

# Build an Integrated Revenue Engine™

| Grow your pipeline | Increase deal size | Accelerate sales velocity | Increase forecast accuracy | Maximize revenue growth

## Create a Winning Go-To-Market Playbook

Your go-to-market playbook is your blueprint for growth. We help you develop an in-depth understanding of your customer, and define the right offering, pricing, value proposition, messaging, and sales approach that will resonate with your buyer.



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

Sirius Decisions

## Break Down Siloes by Aligning Teams

Growing revenues is a team sport! Collaboration between sales, marketing, customer success and revenue operations (and the whole company) is key to selling and delivering business outcomes. We get your team firing on all cylinders by aligning your teams around:

1. Corporate goals and key metrics
2. Clear roles and responsibilities that empower people and increase accountability
3. Science-based processes that create a common language and repeatable approach
4. Core values and behaviors that define your culture and are key to success

“GrowthTera enabled us to shift our execution from ‘good’ to ‘Wow’, helping us to achieve our growth targets and build customer loyalty.”

**Joe Macies, CEO**  
Virtual OfficeWare Healthcare Solutions

## Optimize Execution

Ultimately, it comes down to excellence in execution. We help you increase demand, convert interest into opportunities and turn opportunities into revenues with the right combination of:

People	Skills	Tools	Technology	Reporting
Design the optimal organization structure  Recruit, onboard, and incent top talent to perform at peak level	Train your team to sell and deliver the business outcomes customers want  Develop managers to get the best performance from their team	Equip sales with the messaging, tools and content they need to engage with customers	Leverage the right technologies to be more effective and productive	Deliver predictable, reliable forecasts  Create reports and dashboards that enable better decision-making



Let us Help You Maximize Revenue Growth.

Contact us for a free consultation:  
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