

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) strategy 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 the 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 within 10% 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

Define a Winning Go-To-Market Strategy

Your go-to-market strategy 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, marketing, 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

Create Operational Alignment

Unify marketing, sales, customer success and revenue operations with a seamless lead-to-revenue process. We get your team firing on all cylinders by:

1. Aligning operational metrics with revenue goals
2. Establishing clear roles and responsibilities that empower people and increase accountability
3. Implementing science-based processes that create a common language and consistent, repeatable approach
4. Leveraging technology to increase productivity and revenue attainment

“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 Revenue 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	Communications	Reporting
Design the optimal organization structure	Train your team to sell and deliver the business outcomes customers want	Equip sales with the messaging, tools and content they need to engage with customers	Utilize informal and formal communications to promote greater collaboration and alignment	Deliver predictable, reliable forecasts
Recruit, onboard, and incent top talent to perform at peak levels	Develop managers to get the best performance from their team			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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