

ComplySci Achieves Record Revenue Growth

Improved Process, Selling Skills, and Value-Based Messaging Key to Success



“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



Results:

Solution:

Interim CRO Services

Integrated Revenue Engine™ Services

43%↑

INCREASED REVENUES

Increased revenues 43% over the previous year



FORECAST ACCURACY

Increased forecast accuracy within 10% of actual

48%↑

MARKETING CONTRIBUTION

Increased marketing contribution to revenue by 48%



SELLING VALUE

Changed the game by selling economic value of solutions

About ComplySci

ComplySci is a leading provider of technology solutions that help compliance organizations identify, monitor, manage and report on conflicts of interest arising from employee activities, including personal trading, gifts and entertainment, political contributions, outside business affiliations, and other code of ethics violations. ComplySci is trusted by over 1,000 customers, including some of the world's largest financial institutions. Compliance Officers rely on ComplySci's award-winning scalable and sophisticated platform to stay ahead of risk.

www.complysci.com

“*These guys are rock stars! They implemented a sales strategy and process, and sales training that elevated the performance of the sales team, helped us achieve record revenues and laid the foundation for future growth.*”

Marc Cherichella

Vice President, Sales, Strategy & Operations

About GrowthTera®

GrowthTera helps B2B companies maximize revenue growth. We transform Sales, Marketing, Customer Success and Revenue Operations teams into a finely tuned **Integrated Revenue Engine™**.

The Challenge

With a strong leadership team, and a newly redesigned SaaS-based platform, we were looking to accelerate organic revenue growth [ARR]. Our new technology was robust, yet flexible enough to handle a wide range of financial services firms—from small and mid-size hedge funds, private equity and investment banks to the very largest financial institutions. We needed to scale the sales and marketing team and implement a more systematic approach to expand our share in all customer segments, while creating more reliable forecasts. We also needed someone who could step in and take the lead while we were recruiting a CRO.

What GrowthTera Did To Help

Interim CRO Services:

Sherrri stepped in as interim CRO and made an immediate impact. She quickly figured out how to optimize new and expansion revenues and built out the processes and a high performing team to get there. Janine led the go-to-market assessment, as well as many alignment and execution initiatives. GrowthTera helped us operate in a more integrated way to engage more effectively with our customers.

Integrated Revenue Engine™ Services:

Go-To-Market

GrowthTera delivered a detailed assessment of our Go-To-Market readiness. Their recommendations provided the blueprint for Sales and Marketing going forward.

Based on an understanding of our Ideal Customer Profile and Buyer Personas, they were able to identify new opportunities and ways to approach each market segment. They differentiated us in the market by shifting our focus from product features and functions to the value we create for our customers.

Alignment

GrowthTera helped get our Sales, Marketing and Customer Success and Ops teams working together. This helped to increase demand, bringing marketing's contribution to revenue to its highest level. They implemented a data-driven, consistent sales process and methodology with clear stage criteria and pipeline metrics, providing insight into our pipeline health and increasing forecast accuracy. They orchestrated a powerful kickoff, bringing together the entire company to create a common understanding of our customer and the value we deliver.

Execution

In their first week they helped close one of our largest deals of the year. They provided sales training and coaching to elevate the skills of the team and left us with the healthiest pipeline we'd ever had at the time. They shaped our value messaging and delivered sales tools to help us stand out against the competition. They restructured sales and marketing, brought in new talent and designed a comprehensive sales onboarding program. They helped us redesign our territories, quotas, compensation and incentives. They played a key role in the annual planning process, setting us up for continued growth.