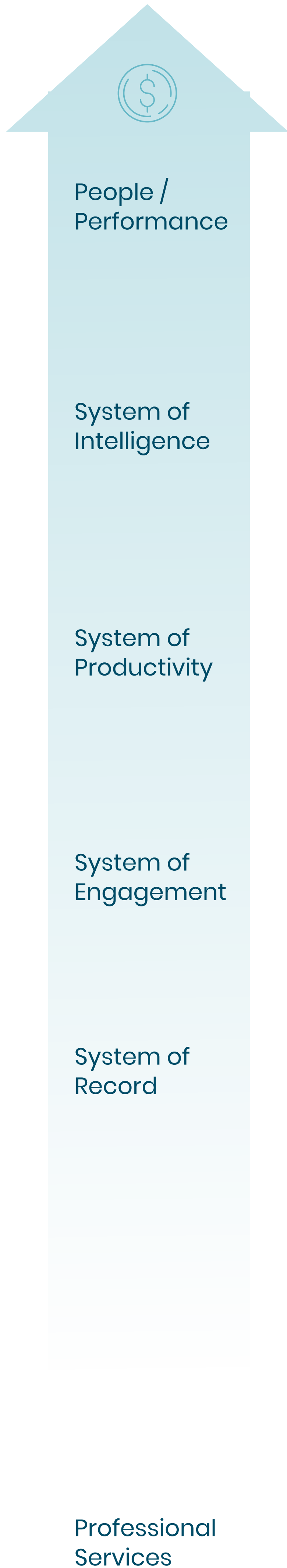


Modern Revenue Operations Architecture

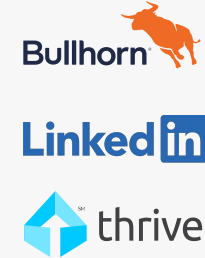
Efficiently Scale Leading & Lagging GTM Performance to Meet and Exceed Company Goals



PURPOSE

Rep Recruitment & Performance Improvement

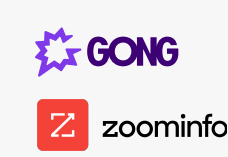
RECRUITING



LMS



COACHING



TRAINING



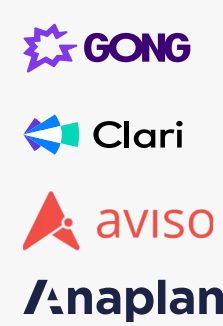
COMMISSION



PURPOSE

What is Happening Now? Where Are Our Actions Taking Us?

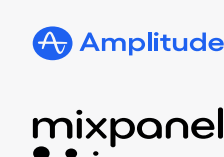
FORECASTING



BUSINESS



PRODUCT/USER



SUCCESS



COMPETITIVE



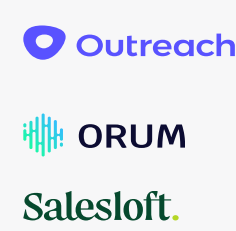
WIN/LOSS



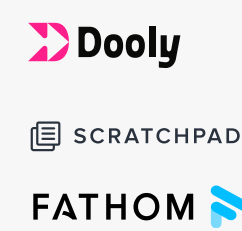
PURPOSE

Make Actions More Efficient

DIALER



DATA ENTRY, NOTES



DEMO ENABLEMENT



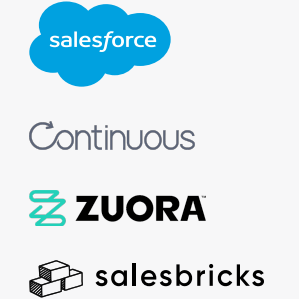
CONTRACTS



VALUE SELLING



CPQ, SUBSCRIPTION & CONSUMPTION



PURPOSE

Increase Action Velocity

PROSPECTIVE OUTREACH



MARKETING AUTOMATION



CONVERSATIONAL MARKETING



PERSONALIZATION



GIFTING



WEBINAR



PURPOSE

Centralized Version of Truth

CRM



ROUTING & DATA ORCHESTRATION



ICP & ACCOUNT SIGNALS



ETL / REVERSE ETL



CLOUD DATA WAREHOUSE



DATA SOURCES

PRODUCT / WEB / BEHAVIORAL



CONVERSATION



CONTACT / ACCT.



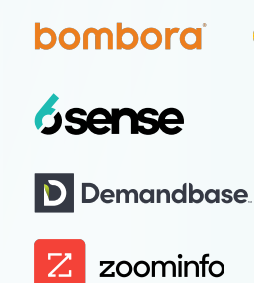
PHONE VALIDATION



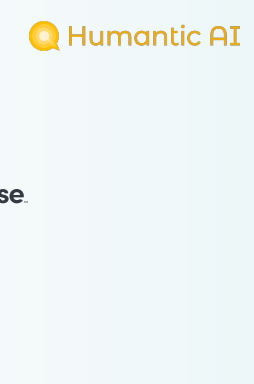
TECHNOGRAPHIC / FIRMOGRAPHIC



INTENT



PERSONALITY INTELLIGENCE



PURPOSE

Trusted Advisory and Integration Services

