

Why your customers struggle with sales tech adoption and what you can do about it.

Given economic uncertainty, all discretionary budget spending is under attack.

If you are a sales tech provider you need now, more than ever, to anchor how you deliver measurable customer value to your clients.

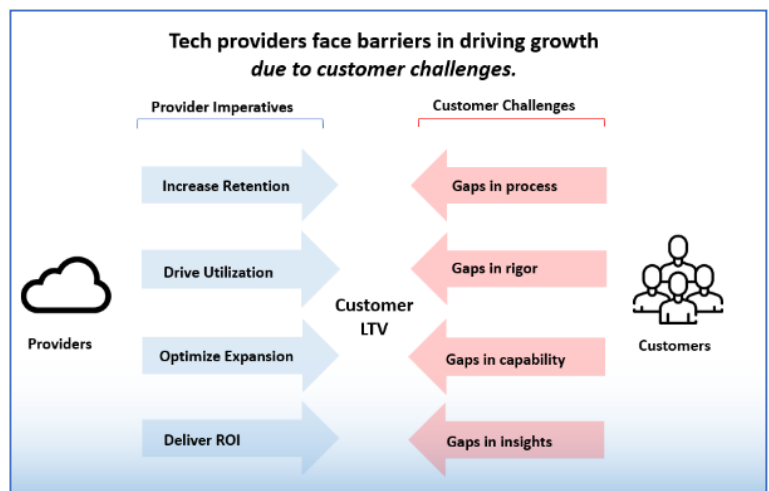
When interest rates were zero, and cost of capital was free, many organizations bought any 'shiny object' that promised to drive efficiency and effectiveness across their lead-to-cash cycle.

Technology stacks grew and technical debt increased dramatically. But where is the promised derived value from all this technology?

Your customers may never see it because their company might lack the revenue maturity to fully achieve the promised value. Revenue maturity can be broad and confusing. To net it out, revenue maturity is defined as:

- How aligned your customer's revenue team is between key operational groups (marketing, pre-sales, sales, customer success).
- How well your customer's revenue team is using current sales technology and the level of integration of the key business processes into the technology (technical experience).
- How aligned your customer's lead-to-cash process is to the buyer journey and adopted by their operational groups.
- How accurate and accessible metrics are for each of your customer's operational groups.
- How experienced your customer's team members are at translating insights into action.

No matter how good your technology is at driving sales performance, customers with low maturity levels will struggle with application rigor and discipline.



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Companies that have low or moderate levels of revenue maturity find it difficult to make sense of the array of tech solutions available to them. It's a handbrake to adoption and utilization. Buying and deploying technology into such companies is a high-risk proposition, as these companies will struggle to realize the full ROI of the investment.

So how can customer success teams close the gaps?

- Technology right-sizing – work with your customers to optimize tech stack investments that would reduce overall complexity and embed your technology as a value-added component of the overall platform.
- CRM adoption – help your customers uncover the requirements to improve CRM adoption and the project management needed to successfully implement the enhancements.
- Lead-to-closed won process – audit your customer's existing processes and the enhancement of the process to better align to the buyer's journey. This would also include the integration of the processes into the existing technology.
- Insight interpretation and activation – ensure customers have access to the necessary metrics and train them on how to convert data into insights and align corrective actions.
- Change management – build a systematic approach to dealing with the transition or transformation of organization's goals, processes, and technologies.

Bridging the gap between revenue maturity and sales technology ROI is difficult. It requires a joint investment between provider and customer in most cases. When successfully executed, there is no bigger positive impact on your value to your customer. You will be positioned to not only be a strategic partner, but also a long-term one as well.

About Quick Start Strategies

Founded in 2014, Quick Start Strategies is a boutique consulting and technology firm focused on helping *under- or erratic-performing* companies improve revenue performance, predictability, and insights. Since our inception, we have analyzed and worked with companies of all sizes around the world to benchmark and improve revenue performance through improved processes, technology adoption and data quality.

Learn more about us today at www.qsstrategies.com.