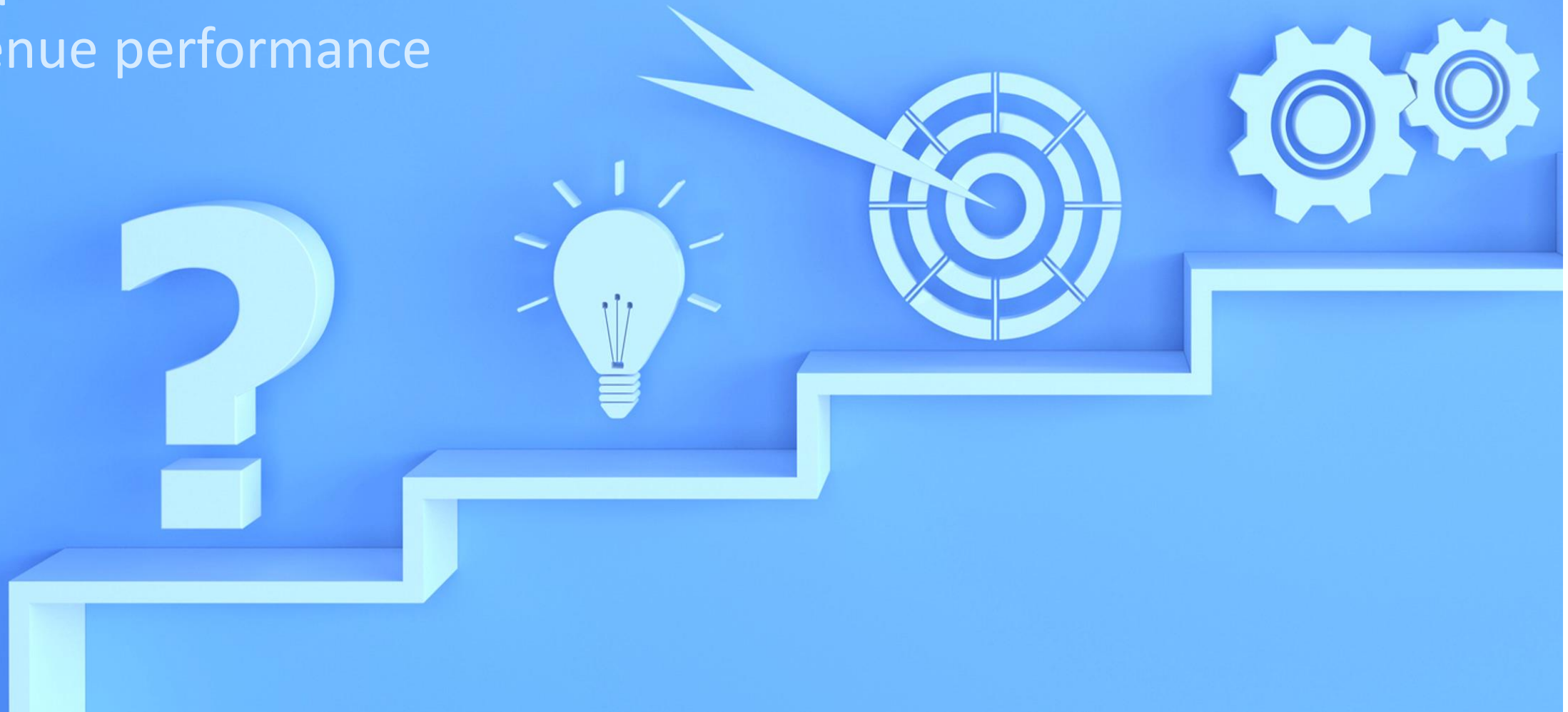How to use
revenue decision intelligence
to optimize
revenue performance

DRIVING REVENUE WITH TRUSTED INTELLIGENCE

REVENUE-*now*

A Revenue Decision Intelligence Platform

> Revenue Decision Intelligence (RDI) eliminates the challenge of applying bad, suspect, or missing data to making key sales strategy decisions. It is for organizations seeking to improve revenue performance and predictability by highlighting those actions and data elements that have the most impact through your company's defined sales process.

★★★ How can I drive better sales outcomes through high-quality intelligence?

How do I improve sales rep productivity without greatly disrupting the sales team?

How can I improve the accuracy of my pipeline and improve sales forecasting?

How do I improve my sales technology stack without increasing my cost of operations?

$40,544

is the annual reduction in productivity inaccurate intelligence creates per sales rep. **Zoominfo**

CONSIDER THE THREE PATHWAYS TO
REVENUE DECISION INTELLIGENCE

Technology is an important component of leveraging intelligence-driven decisions, but it isn't the only one. CRM systems and bolt on applications are not able to convert 'gray matter', that information stored in the mind and experience of a seller, into automated decisions. Especially in the case of selling, where it still mostly requires at least two humans speaking with each other. For complex selling processes, there will still be a 'human in the loop' who is greatly involved in validating the data and deciding on next best actions to take. This underlying factor greatly influences how revenue decision intelligence solutions are deployed.

Poor sales data costs organizations an average of **$12.9** million in lost revenue per year.
Gartner
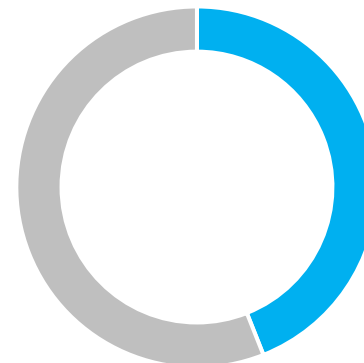
For **44%** of business surveyed, the annual revenue loss attributed to inaccurate data ranged from 5% to 20%.
Validity

WHILE EVERY SITUATION IS DIFFERENT, THERE ARE THREE BASIC
PATHWAYS TO GET THERE

1

Do it on your own.

You develop your business requirements, build the necessary CRM functionality, implement the solution and then take on the responsibility for training, change management and long-term maintenance using your in-house resources.

2

Do it with a technology partner.

You use technology vendors to deploy your new applications and infrastructure and rely on them to build the new enhancements. With this option, your partner is knowledgeable about one thing: the application they're installing.

3

Do it with a tech-enabled partner.

An outcomes-focused, tech-enabled partner that will help you build your requirements, review your current processes and systems for gaps, implement any CRM enhancements and has the application necessary to support your intelligence requirements.
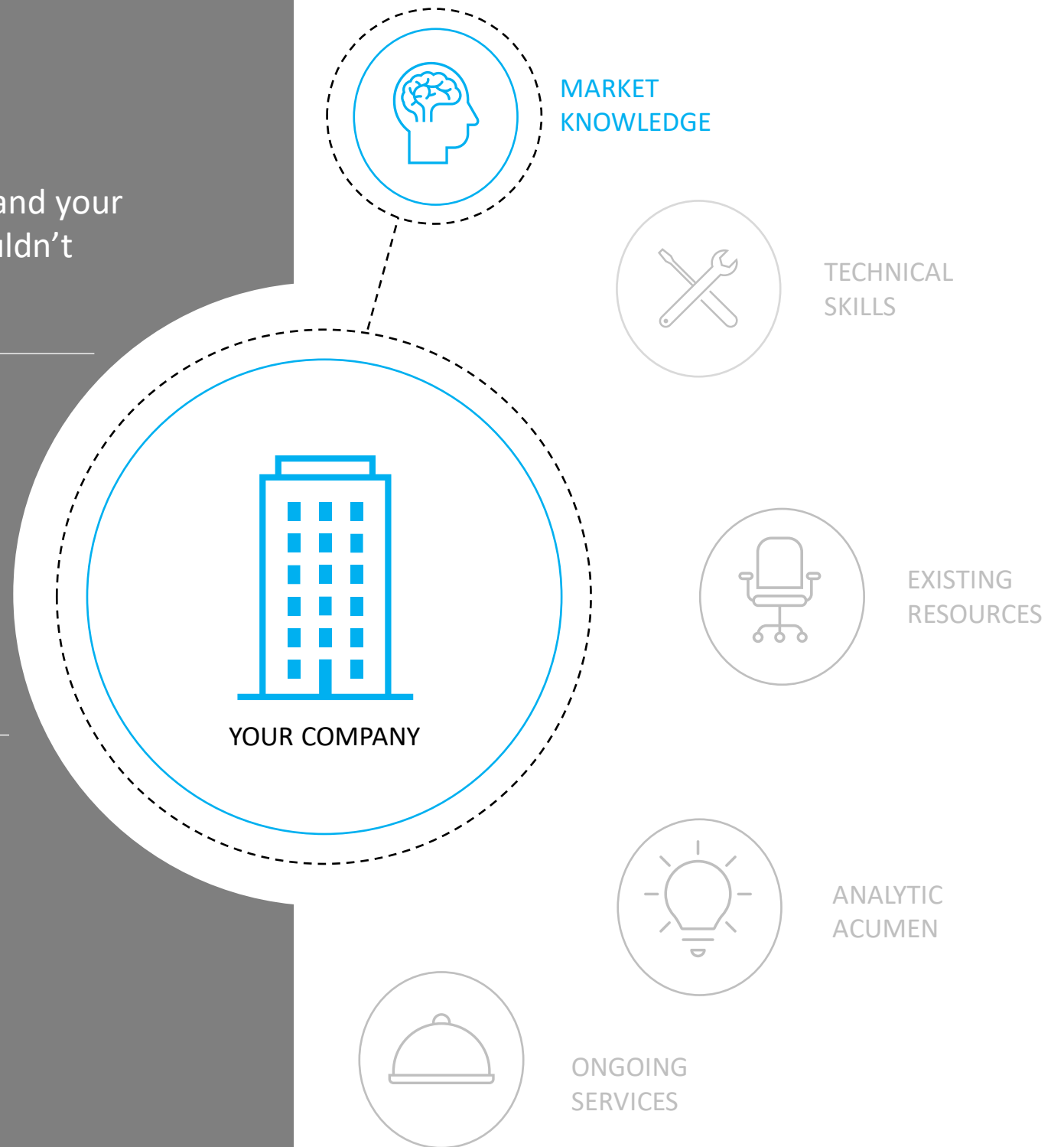
PATHWAY #1

❯ Do it on your own.

You know your market, your customers and your sales process. You have an IT team. Shouldn't you be able to do this on your own?

ASK YOURSELF THESE QUESTIONS FIRST:

❯ Does our company have the skills, resources, experience and bandwidth needed to pursue this on our own?

Will we be able to accomplish this quickly, without disruption and keeping long-term expenses in check?

❯ Are we fully aware of the costs, resources and time it will take to implement this solution? You should be looking not just at your existing resources and technology, but whether you have the in-house experience and best-practice knowledge to scope, build and maintain a viable solution.

MARKET KNOWLEDGE

TECHNICAL SKILLS

YOUR COMPANY

EXISTING RESOURCES

ANALYTIC ACUMEN

ONGOING SERVICES

PATHWAY #1

❯ Do it with a technology partner.

Why not choose an application vendor and let them handle the details?

ASK YOURSELF THESE QUESTIONS FIRST:

❯ Does the application vendor have deep market, sales process and overall best-practice experience that will serve you best?

Can they support your team day-to-day over the long term with ongoing coaching and training to help you act on your intelligence?

❯ Does the vendor offer ongoing services that include data scientists who have the deep sales and marketing experience and the knowledge (analytic acumen) to help you quickly translate your intelligence into next-best actions?

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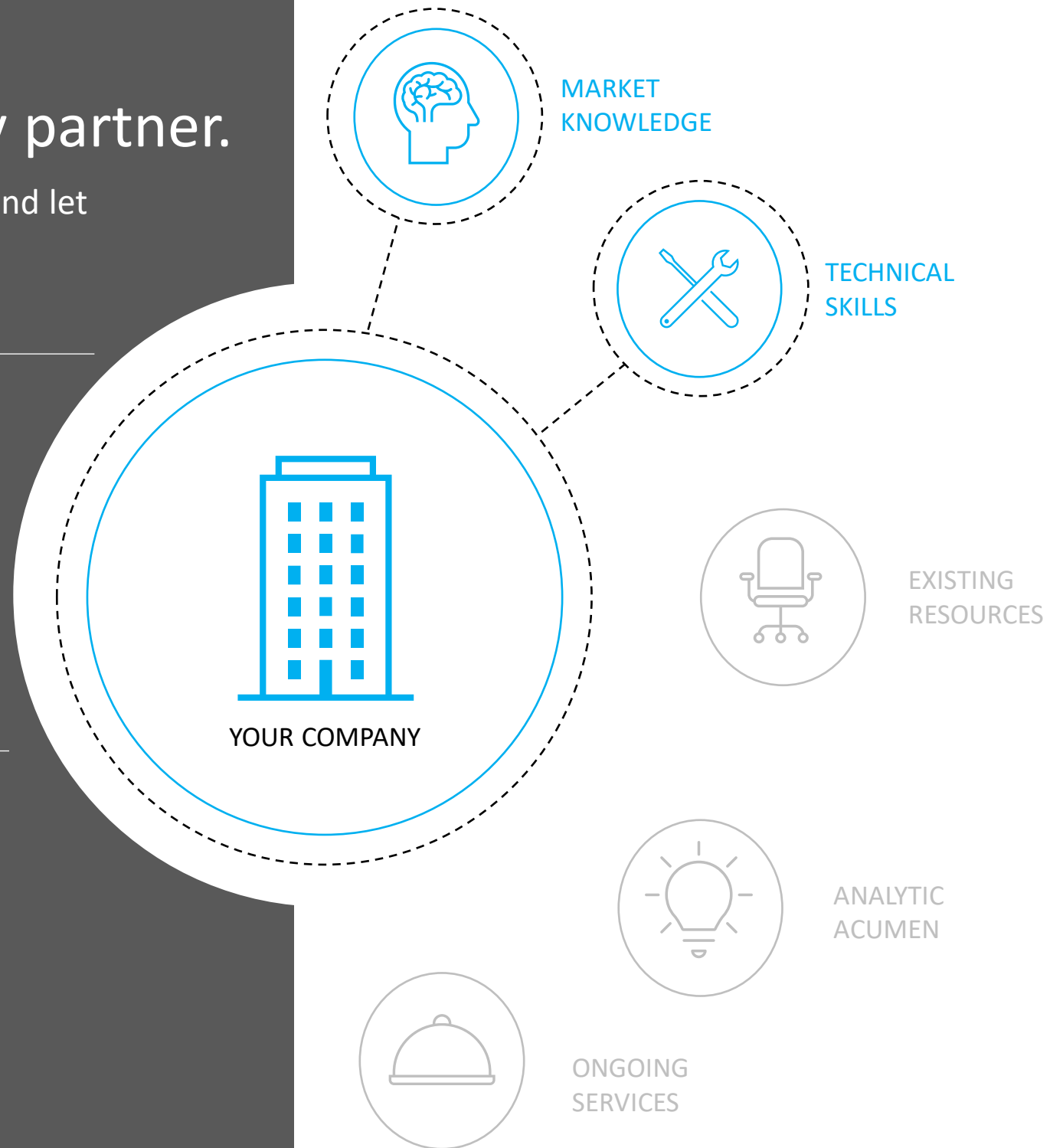
PATHWAY #1

❯ Do it with a tech-enabled partner.

You may have found that the answers to many of the previous questions were either No or Who knows?

LOOK FOR A TECH-ENABLED PARTNER WHO:

❯ Has deep sales strategy and tech-stack experience to adapt your specific requirements to your intelligence platform.

❯ Provides managed services and other capabilities for a long-term relationship that supports the new revenue intelligence platform.

❯ Provides a comprehensive change management strategy that includes coaching and knowledge transfer to facilitate adoption.

❯ Offers other services and such as industry-specific benchmarking, data assessments and opportunity strategy to drive near-term revenue.

❯ Guides you in requirements documentation and has resources to implement your CRM enhancements.

❯ Has the analytic acumen to configure the revenue decision intelligence platform to your specific sales strategy and unique sales process.

YOUR COMPANY

MARKET KNOWLEDGE

TECHNICAL SKILLS

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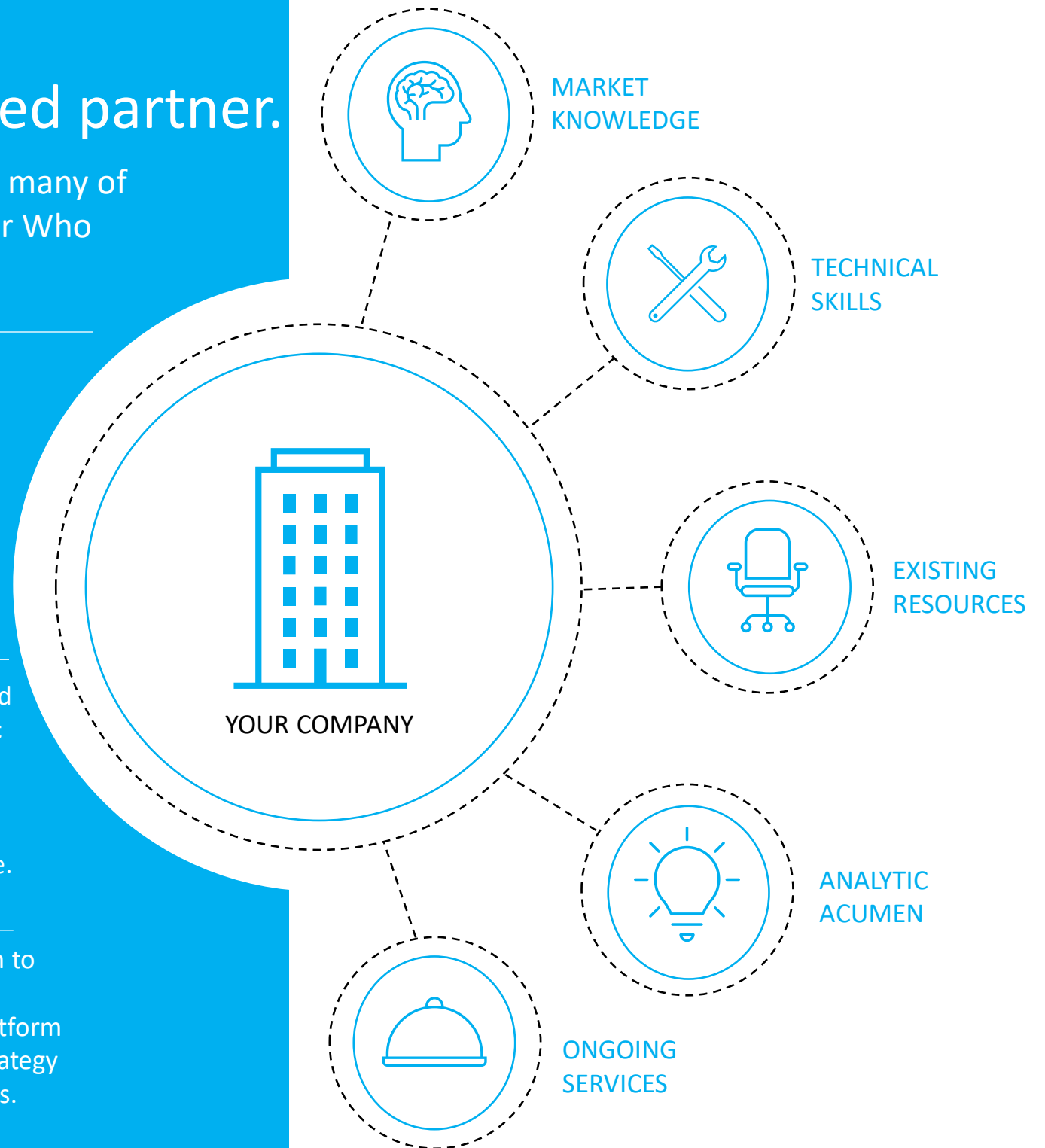
Roche Diagnostics

Roche Diagnostics AUS was looking approve sales performance and predictability across all lines of business. Like all divisions within Roche, they had a global framework for sales process and platform technology, but was struggling with the following:

- **Adoption** of the defined sales methodology that includes sales process and alignment to the buyer's journey

- **Utilization** of the CRM platform and defined sales process was inconsistent and not the single source of truth for sales

- **Accuracy** of the current CRM pipeline was suspect and not considered as the single source of truth – creating manual intervention and management overhead

Roche Diagnostics implemented REVENUE-*now* to deliver a focused, discipline and repeatable approach to identify, across the entire sales process, those opportunities with the highest probability of closing.

Beyond analyzing Roche's current pipeline, sustainability was achieved by providing hands-on skills training to the entire sales team and executive leadership to drive adoption and utilization of Roche's sales process and CRM platform. This established Roche's CRM platform as the single source of truth. The outcome of leveraging REVENUE-*now* was enhanced revenue performance; predictability; and insights across each business unit.

Adrian Bradley
Head of Customer Success
Roche Diagnostics

*"Quick Start Strategies' REVENUE-**now** allows us to proactively identify and focus on Roche Diagnostics Topportunities (top opportunities) in our sales pipeline.*

*We leverage QSS's REVENUE-**now** AppExchange solution to work with our sales teams to determine the health of each identified opportunity, as well as those specific next best actions to optimize sales success. Like many sales organizations, we've long battled the challenge of CRM adoption and dirty data. Working with QSS and leveraging REVENUE-**now** has tremendously improved our pipeline health. Each forecasted 'Topportunities' is aligned to where Roche Diagnostics has won in the past based on key segmentation and attributes, and why we have won based on sales actions.*

*With REVENUE-**now** we have continuous visibility across our entire pipeline to optimize revenue performance and predictability. I highly recommend partnering with Quick Start Strategies."*

❯ The REVENUE-*now* difference.

REVENUE-*now* is a modern revenue decision intelligence software suite that can be installed directly from the Salesforce.com AppExchange in minutes. Each implementation is fine-tuned to capture the market segments, product attributes, and sales team performance metrics that have the highest impact on your sales success. The three key applications included in the suite are: REVENUE-*analyzer*; REVENUE-*profiler;* and REVENUE-*optimizer*.

❯ Transforming your CRM into a system of intelligence.

REVENUE-*now* applies a suite of machine learning algorithms to your current and historical CRM pipeline to identify those attributes and metrics most relevant in winning or losing an opportunity. In addition, REVENUE-*now* leverages a 'human in the loop' interactive survey to capture insights from executives, managers, and sales teams of those key variables outside of your CRM data that will materially affect execution of your sales strategy. This 'human in the loop' process accounts for key strategies related market, product, and pricing dynamics.

❯ Fixing the gap between sales analytics, strategic intent and tactical execution.

Organizations need insightful intelligence based on timely and accurate data to drive sales outcomes. What they don't need is a proliferation of data, dashboards, and reports. Rather they need dashboards and reports that align to just the core set of metrics that executives, managers, and sales teams need to close business. This results in your pipeline and forecast being grounded in fact, not opinion, as it compares each opportunity against your optimal opportunity profile (OOP). This enables users to intelligently modify strategic intent and enhance tactical execution.

The REVENUE- *now*
Revenue Decision Intelligence Framework
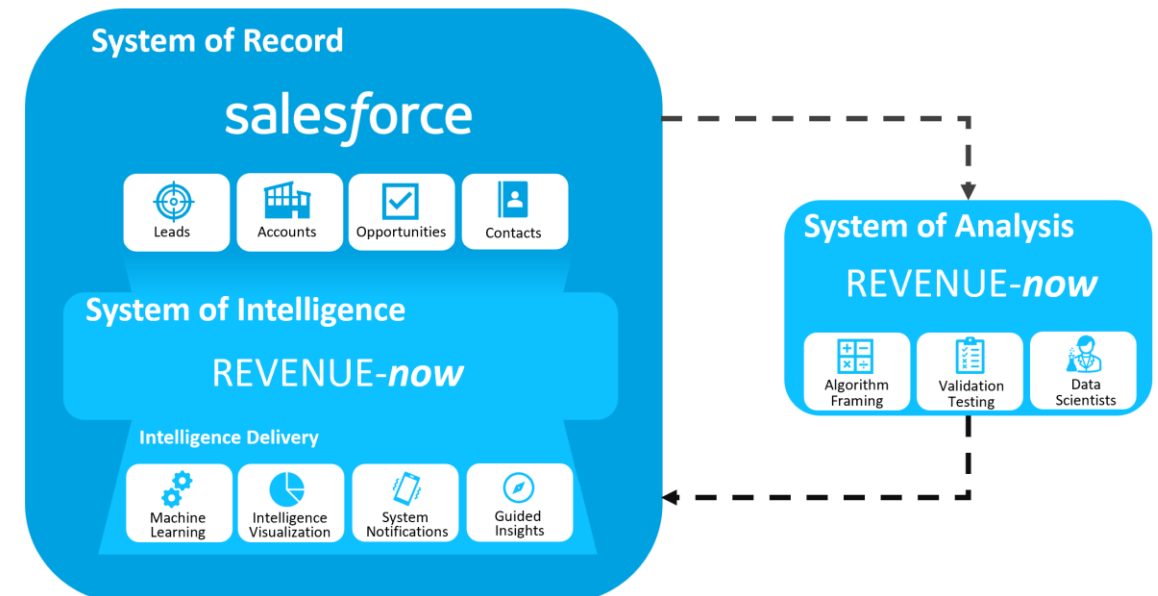
❯ Improve Your Revenue Decision Intelligence.

The right revenue decisions and the quality of your intelligence go hand in hand. Today is the day to begin to tackle your revenue intelligence challenges.

Take the next step by learning more about REVENUE-*now*, the revenue decision intelligence platform for erratic and under-performing companies to help improve revenue performance, CRM adoption, and sales data quality.

LEARN MORE

📞 610-644-6315

💻 www.revenue-now.com