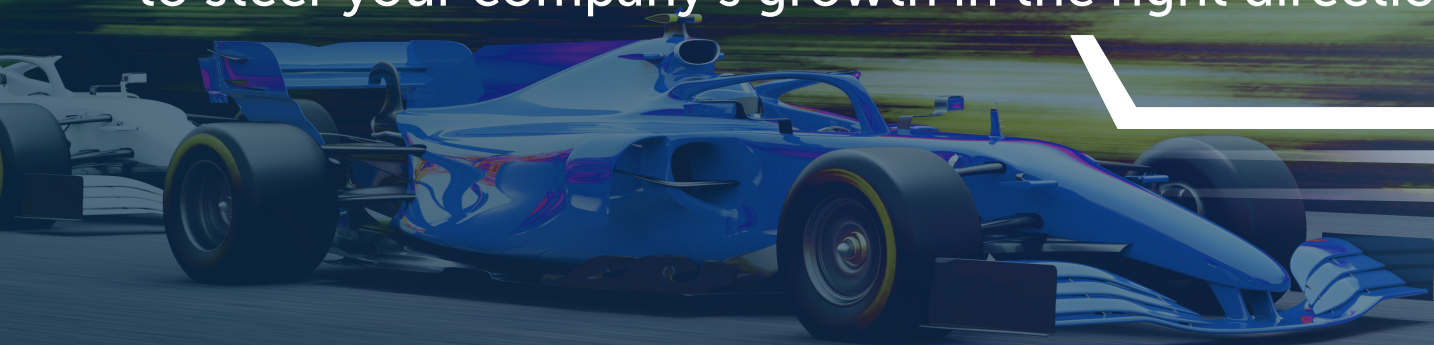


SEG

ACCELERATE GROWTH

5 Random Acts of Revenue

Avoid these common marketing and sales mistakes to steer your company's growth in the right direction.



#1 Everyone at Your Company Is Telling Different Stories

Rather than one focused message, people are telling several stories about what ties your company's unique benefits together, hoping one will stick. The result? Disconnected campaigns and content across the buyer journey.

Why It Doesn't Work

Large or small, your company needs one cohesive message that everyone tells in the same way across every touch point. You can highlight different benefits for different buyer journey stages or personas, but they all need to tie back to a consistent, compelling story.

#2 You Take a One-Off Approach to Sales Training

You laughed, you cried, you left ready to close – but one month after that inspirational talk, your reps are back to business as usual. The workbooks full of tips and tricks are gathering dust – and your close rates haven't budged.

Why It Doesn't Work

One-off sales training doesn't translate into real-life results. The best programs deliver ongoing training using a well-designed, standardized sales process. This focus on continuous improvement helps reps build their ability to close faster and at a higher rate.

#3 You're Using an Old-School Buy Model for Hiring Reps

You've got an influx of leads and your sales reps can't keep up, so you quickly hire additional people to capitalize on opportunities. Unfortunately, this focus on capacity means you don't have time to vet or onboard – to build a team that's prepared to hit the phones and close.

Why It Doesn't Work

To make the most of a steady pipeline, you need qualified, vetted professionals ready to proactively work leads. Instead of jumping straight to hiring, try before you buy. Outsource business development reps (BDRs) from expert partners that know how to recruit, hire, onboard, train, and drive productivity fast. Once the reps perform, hire them away – it's like a farm system for your sales team.

#4 You're Relying on Manual Processes

Every company's sales process is filled with daily recurring tasks. And while you have a CRM with automation features, you're not sure how to streamline or manage redundant work without sacrificing quality. As a result, your reps craft endless individual emails, input data manually, and spend more time on process admin than working their leads.

Why It Doesn't Work

Ongoing sales follow-up and lead tracking is important, but when it's left to individual reps, it's often not done efficiently. Make your tech stack work for you by automating sales sequences and workflows as much as possible so reps can focus on strategic work. Bonus: You can track performance to help refine your sales process.

#5 You Collect Data, Not Insights

No one could say you don't gather information on your prospects and leads. You've got wall-to-wall dashboards across multiple platforms, tracking who visits your website, opens your emails, and converts to sales. But you're not sure how to piece it all together.

Why It Doesn't Work

Today's business landscape is data-driven – but the data has to help you understand and engage with your customers better. Collecting information across multiple platforms without a strategy leads to messy databases and overlooked insights. You need a tailored marketing and tech stack that improves how you connect with your target personas and personalize their buyer journey experience.

Stop Making Wrong Turns

Whether you're struggling with one of these random acts or all of them, you'll reach your revenue goals faster using a systematic approach. It's time to align your marketing, sales, training, and technology to streamline growth and hit your numbers.

Get Strategic About Growth

Eliminate random acts of revenue with a unique all-in-one marketing and sales solution.

LET'S TALK