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ACCELERATE GROWTH

Building a Revenue-Generating Machine

The CEO's Secret Playbook for Growth

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CHAPTER 1

Why Did You Download This?

If you're reading this, then you're probably wondering, "What is it going to take to hit my revenue goals every month?" You might be trying to decide between hiring a few more sales reps or adding more resources to your marketing team. It's possible you're also considering buying software that you think could be the difference.

But the reality is that you don't know exactly what to do and you haven't for some time. You might have never said it out loud or admitted it, but you're not sure how to drive month-over-month revenue growth.

You are not alone. Salesforce reports that 46% of companies are failing to hit their monthly revenue goals. HubSpot has found that only 23% of business leaders responding to their research studies are able to sustain month-over month revenue goal attainment.

And I've asked hundreds of CEOs if they've been able to hit their revenue goals over the past few consecutive quarters, and only about 10% answer yes.

It's an epidemic. Today, understanding what you have to do to sustain ongoing, scalable, repeatable, and predictable revenue growth month over month for over a year is nearly impossible.

Building This Isn't Easy

You built a factory. You built an office. You built a team. You built a customer base. You built a reputation. These are all parts of your business that took years to build. It took hard work and sweat. You made mistakes, but you kept with it, and today these are major pillars of your successful business.

What made you think building a revenue generation machine was going to be easier?

Several complexities today are making the process of building your revenue generation machine more complicated, but it is possible.

First, your customers and prospects are different. They behave differently, and they purchase goods and services differently than they did even a few years ago.

Next, the process of working with them has changed. While sales used to control the process, the customer now controls the process.

The people you need to build this are new people. You'll need younger people who are digital natives. You'll need people with experience doing this in other companies like yours. You'll need a vision for what this can be and how it all comes together for your company.

The tools you used to get customers in the past have changed. Marketing, sales, and customer service now need the latest technology to meet customers where they are and to execute a process that aligns with how they want to buy.

You'll also need investment. As I mentioned, you built your office, you built your team, and you built your products or your factory. That all took a long-term investment. You know you needed to do it, and you paid for it and reaped the rewards.

Now it's time to invest the money, the time, and the energy in digital transformation and build your own revenue generation machine. If you don't, it's possible you might be the next Blockbuster, Sears, or Borders.

But that doesn't have to be your future.

In the next section, we'll lay out exactly how to start thinking about building your revenue generation machine and digitally transforming the way you execute marketing, sell your products/services, and take care of your customers.

How Big of an Undertaking Is This?

To truly build a scalable, predictable, and repeatable revenue generation machine, you need to look at your entire organization and embrace the idea of digital transformation.

Digital transformation is reworking all operations across an organization to match the new and fast-evolving digital world.

This means adopting a robust digital approach and having an openness to implement new digital technology that improves the prospect and customer experience across the board.

This is a big initiative. When Netflix went about digitally transforming the experience of renting a movie, it put Blockbuster out of business. When Amazon went through the process of redesigning how people buy products, it put many retail stores out of business, including some big-box behemoths.

You don't have to be Netflix or Amazon to take advantage of the opportunity. Cloudticity transformed how HIPAA-compliant service providers use Amazon Web Services (AWS). AllyHealth transformed how patients work with doctors long before COVID hit, and Blue Mountain Recycling transformed the single-stream recycling business two decades ago. There are examples like this everywhere. Anyone can do it.

In the rest of this guide, we'll go step by step through what you need to consider before, during, and after your revenue generation machine build. Digitally transforming your business might just be the move you need to break through your current plateau and take your company to the next level.
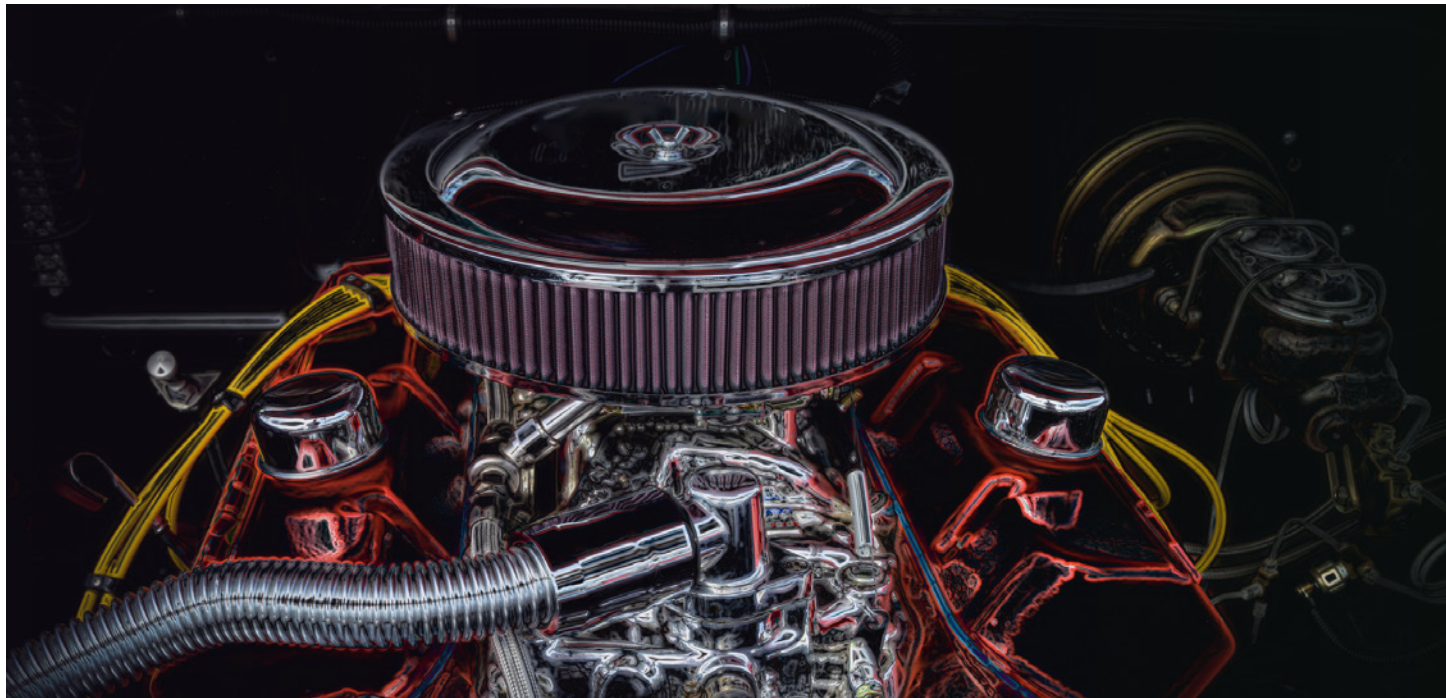
CHAPTER 2

Gaining Corporate Alignment

No matter who you talk to, what you Google, or the experiences you've had, this type of initiative won't work if you don't have full alignment across your entire company. Every department, every leader, and every person in the company needs to be on the same page.

They all need to understand how important this initiative is to the company's ability to thrive in the future. If even one department, team, or leader is not on board, your chances of failure go up exponentially.

Here are a few warning signs to watch for:

- "I'll try it, but I don't think it's going to work."
- "We never did anything like this before and we've always been fine."
- "You guys can work on this, but I'm going to keep doing what we've always done because it works."

These attitudes can torpedo your efforts faster than you can say "bad attitude." Even if they're trying to work with you, they don't believe it, and their behaviors will create a self-fulfilling prophecy. Their own actions will make their statements come true.

Everyone in the company needs to be aligned, on the same page, and excited about the potential to digitally transform how the company markets, sells, and takes care of customers.

Once you get everyone involved, you'll have the energy and commitment you need to make this happen and happen quickly.

Marketing, Sales, and Service Integration

When you start your journey, you'll quickly realize everything starts with the customer experiences. That means you can't build your revenue generation machine without looking at marketing, sales, and service.

These areas of the business are where your people touch the customer. It's these touch points that you'll be most interested in.

Some of these touch points will be obvious, like your website or the emails your sales team sends. Others might be less obvious, like your invoices, payment policies, or communication around delivery.

Every touch point needs to be identified and reviewed from the perspective of your prospects and your customers. Every touch point should be up for discussion.

Does it provide a remarkably positive experience? If yes, move on. If not, look at how to radically improve that experience and how technology or digital tools might make it even easier to deliver those upgrades.

Only by looking at these experiences across marketing, sales, and customer service can you get the repeatable revenue lift you're looking for.

Start With the Customer/Prospect Journey

One of the most common reasons people list for failing to start strategic and transformative initiatives like this one is they don't know where or how to get started.

We're going to solve this right now. The easiest way to get started is to start with your prospects' buyer journeys and then continue that journey after they become a customer. If you look at this journey from their perspective, viewing your company through their lens, you'll have everything you need to take this effort all the way through to completion.

At first this might seem like a daunting task, but even the longest journey starts with a single step.

When we work with clients on this, we recommend a cross-functional team that can represent the prospects and clients — someone (or a few people) from sales, marketing, and customer service.

Everyone needs to agree that there are no bad ideas. All input is welcome, with honest and candid feedback mandatory.

Now bring a prospect/customer buyer journey framework to the group. This is the structure you'll use to work through each stage of the buyer journey and map out every touch point, relating it back to the prospect/customer and how they feel about the experience you're delivering.

We have our own framework for clients, but there are many frameworks to use and many ways to work through this with your team.

While you're mapping out every touch point, consider this: You might have heard the phrase "solve for the customer." When you get into discussions about each stage and every touch point, continue to ask yourself questions like:

- What would the customer want us to do here?
- How could we exceed their expectations?
- How can we proactively build peaks into their experiences with us?

The more peaks, the more memories you'll create, the more stories your customers will remember, and the more they'll talk about your business, driving new and excited people to your doorstep.

Let's go down a level and look at what happens next at the marketing, sales, and customer service levels.

CHAPTER 3

Marketing Transformation

This is usually where most companies start, because marketing is responsible for getting people to know you and to engage with you prior to them wanting to talk with a sales rep.

Six marketing components are required to build a revenue generation machine. They are listed here, and we'll talk briefly about each of them. They are not optional. If you skip any of them, your machine will not run properly. This is why many companies can't build their revenue generation machine – they have purposefully or accidentally skipped one or more of these components.

1

Strategy

You can't build a house without architectural drawings. You can't bake an amazing cake without a recipe. Similarly, you can't transform your marketing into a machine that consistently produces enough leads for you to hit your revenue goal without a strategy.

Your marketing strategy needs a few simple components. Some companies have some of the pieces, but few companies have all the pieces.

First, you need to know who you want to attract and who you want to talk to about your business. These people are typically referred to as personas. Your personas include descriptions of these people, the demographics of their companies, the psychographics of the individual people, their buying habits, where they go for information, what they read, and what they watch.

Next, you'll need to make sure you know the pains, challenges, and issues they deal with every day. You'll need to make sure your products and services match up and solve their pains.

When you go through this exercise, you might find that your products or services don't solve some of their pains. That might be a revenue opportunity waiting for your company to seize.

The third component is differentiation. What makes you special? We like to use a different term – remarkable. What do you do that no other competitor can say? That is what truly makes your company remarkable. Without this, your marketing might struggle. It's that important, and 90% of companies miss it.

Understanding your prospects' pains, having the right solutions to those pains, and delivering those solutions in a remarkable way are the raw materials for creating an emotional, compelling, and engaging story for your company. This MUST be part of your strategy. If you don't have this, your marketing will underperform.

Finally, we have to do some math as part of your strategy. What are your goals? What are the key performance indicators (KPIs) that will show success or failure? How many leads do you need to hit your sales goals? And, this is important, what budget is needed to get you to those goals?

If you need 100 leads a month but are only generating one or two leads today and your plan is to invest $1,000 a month in marketing, you're never going to get to your goals. Your goals and investment numbers must be aligned.

The bigger your goals, the bigger the investment needed to hit those goals.

2 People

With your strategy locked down, look at who is going to execute this for you. Do you have the right internal team? Do you need to hire? Do you need an agency to help you? Do you need a few agencies? These are all viable options, but you have to decide.

Each option has pluses and minuses.

In-house teams tend to have legacy thinking and lack all the expertise required to build a lead generation machine.

Hiring new people takes time, especially these days, and you should take your time. This is an important decision. Even when you do hire someone, they might have limits to their skills or experiences and need additional resources.

Hiring an agency solves some of these challenges. They can get started quickly and have all the skills you need to execute, but you do lose some control. While you do own their work, they can move on, you can move on from them, or they could fail to deliver.

Using multiple agencies is another option, but that means you have to act as the general contractor and keep everyone in sync.

Of course, this is biased, but we've seen the best results happen when companies use a single agency that can do as much of what's needed as possible. It's the most efficient and fastest way to get to your goals.

3 Tactics

This is where most people spend most of their time, and it's honestly not where most of the mistakes are made. Almost everyone knows the tactics and how to use them. Video, email, website, search, social, paid media, and account-based marketing (ABM) are just some of the tactics available today.

The trick is knowing what to do and in what order. You can't do everything. You can't afford it, and you'll never have the bandwidth to do everything.

Prioritize the tactics using a simple methodology: What's going to have the biggest impact on results for the least amount of effort or money?

If you start with that approach, you'll quickly build out the most robust and efficient set of tactics.

Next, these tactics have to be tightly orchestrated. This is another place people make mistakes. These tactics don't work independently of each other. They need to work together. When you put them together correctly, you get one plus one equals three.

Of course, we use subtle tricks for each of the tactics, like driving people to a dedicated landing page for paid search and paid social ads instead of sending them to your homepage.

But the secrets here lie in prioritization and orchestration.

4

Campaigns

Campaigns are a collection of tactics that run together for a period of time with a specific objective. This might include launching a new piece of educational content or live webcast. To promote that you'd do email, paid ads, social posts, info on your website, a new landing page for sign-ups or conversion, a new website page to host the new materials, a handful of blog articles that highlight the long-form piece of content, and maybe even an email to current customers.

Consider this a carve-out of your overall marketing tactics focused on a specific target persona, event, product, or service, and maybe even a piece of content you want to promote.

By organizing your tactics into campaigns and letting them run for a set period of time, with a set of KPIs, you can add more structure to your marketing effort and improve performance.

Additionally, campaigns typically include some campaign messaging, which would be a subset of your overall messaging and reinforce that overall company story with your specific target, prospect, or customer.

5

Analytics

What gets measured gets done. You have to track everything when it comes to marketing. What used to be an art is now a science. Marketers once said, "We're getting our name out there." Today they say, "We're working toward these measurable metrics."

So many metrics go into understanding the true story around what's working well, what's working OK, and what's not working at all.

In fact, so much data is available that the key takeaway in this section is having someone who can not only report on the metrics but also understand and uncover the insights buried in the data.

It's these insights that should inform your ongoing action plans. It's these insights that are challenging to uncover.

Without these insights, we see many companies doing hit-or-miss marketing. They're trying different things and hoping something sticks or pops. This is not going to produce sustainable results, and it's not going to be cost-efficient.

This is also where experience becomes highly important. It's hard to find people who have spent years looking at data, uncovering these insights, and using them to drive recommendations, but they are critical to the success of your program.

6

Technology

Today's marketing execution requires technology. Just like you use QuickBooks or other software to handle finance, you need marketing automation software to handle your marketing execution.

HubSpot, Adobe, Salesforce, and other companies all have viable marketing software that makes accomplishing everything you need easier and more efficient.

Plan to invest between $1,000 and $3,000 a month on marketing software, depending on your requirements.

With marketing behind you, you're one-third of the way to getting ready to build your revenue generation machine.

Marketing will find the people who are right for your products and services, get them engaged and emotionally connected to your company, and keep the conversation going until they're ready to speak with your sales team.

Once they're ready, sales will pick up the ball, and that's where we move to next.

CHAPTER 4

Sales Transformation

The COVID pandemic dramatically impacted sales. A lot of sales teams learned new tricks in 2020, like video sales calls and remote selling, to make up for lost trade shows and conferences.

If you made the necessary changes, you also should have seen improved efficiencies. We've had several clients tell us that they're doing the same pace with fewer sales reps or doing better with the same number of sales reps.

This proves you don't need to add more reps to grow revenue, but you do have to be smart about sales, and that means engaging with your prospects how they want you to engage.

Strategy

Yes, sales needs a strategy just like marketing does. You need to know how you're going to engage with your prospects. Do you want a new business rep making first contact, qualifying, and then turning the opportunity over to an account manager? That's a little old-school, but it's a proven model a lot of sales teams use.

Do you want marketing to deliver high-quality and qualified sales opportunities directly to your account team and have them work on closing these opportunities?

Do you want your sales team doing outbound prospecting, or do you want them spending their precious time handling inbound leads?

Are you sticking with virtual sales calls via Zoom or going back to in-person sales meetings? Are you considering a hybrid approach? What's the tipping point for a rep to move from virtual to in-person meetings?

These are all important questions that need to be answered before getting into the details associated with sales execution.

People

When it comes to sales, the people on the sales team play a major factor in whether you hit your goals. You might have a set of old-timers who perform most months but are locked into their ways.

You might have a mix of old and new people, making it challenging to get them to work together or follow the same process and use the same tools.

You might have an entirely new team that, while enthusiastic, needs a lot of coaching and handholding.

Regardless, sales teams tend to lose roughly 20% of their people each year. This makes it critical to find new people, get them hired, onboard them efficiently, and coach them up.

All the while you're trying to hit your sales goals month over month. It's like trying to change the tires on your car while you roll along at 60 miles per hour – not an easy task.

To handle this, you'll need a talent assessment system or process. This ensures you're looking for and screening sales reps the same way every time and in a way that boosts their success rate.

It means you'll need regular and standardized onboarding to make sure every rep knows the company story, your positioning, the sales process, and how to use the sales tools you've created for them.

You'll need a way to measure their performance to feed the eagles and starve the turkeys. This also will help you find the people who can emerge as superstars with solid coaching.

Throughout all this, you'll still have to work on the actual sales opportunities you need to drive to your goals. It's a big lift, and sometimes it's too big for one or two people.

Just like with marketing, you might want to consider bringing in some expertise to give you a talent assessment system, help you identify high-opportunity sales reps, and provide the coaching they need to thrive in your company.

Again, if you're building a revenue generation machine, everything needs to have a system, a process, and a methodology that's repeatable month over month.

Plan

Just like marketing, you need a plan for sales, too. How many reps do you need? What are your expectations for them? How does that align with the company's goals? How does marketing and sales align to work more efficiently together?

Typically, this means starting with the company goals and rolling them down to the sales reps. Make sure both the company goals and the sales rep goals are attainable when compared to total available market, the marketing investment and expected lead flow, and the competition.

A plan like this then becomes a set of monthly plans with goals and expectations at both the company and individual rep levels. Not every month should be equal. If there is seasonality in your business, build a few down months into your plan.

If people purchase less frequently during the end-of-year holidays, make sure that's reflected in your plan, too. Sometimes these down months uncover that your expectations around the up months might be too aggressive, which might mean your overall goals for the year are too aggressive.

Finally, it's good to socialize the plan. No, I'm not suggesting every sales rep has to buy into the plan, but your journey will be easier if reps know what you're thinking, understand how the plan was created, and feel like they've had some input in creating it. Buy-in is important.

Process

This is one of the most important parts of creating a revenue generation machine that helps you get to your goals every month.

If you want a scalable, repeatable, and predictable revenue generation machine, you must have a documented and battle-tested sales process that every sales rep follows religiously.

That sales process has to be strategically designed to do one simple thing – help guide your prospects through their buyer journeys in a way that makes them feel like your company is the safe choice.

People make purchase decisions emotionally and then rationalize them later. Understanding that changes how you think about your sales process. When you help them feel safe, you

have an emotional buy-in. When they are anxious or nervous, they extend the sales process, and in many cases doing nothing is safer than hiring you.

You also want a sales process that weeds out unqualified people quickly. You don't want to hear *no* at the end of your sales process, you want to hear it very early. Asking questions on the first call (sometimes difficult questions) will uncover poor-fit prospects, that you're not talking to power, or that their pain is not acute.

Doing this effectively means spending more time with high-quality opportunities and less time with low-quality opportunities.

As we discussed earlier, understanding your prospects' buyer journeys and aligning your sales process to match is a smart way to build out your sales process. Just like you matched your marketing to their buyer journeys, match your sales process, too.

Make sure you document your sales process, train on your sales process, enforce your sales process, talk about your sales process, and build your sales process into your customer relationship management (CRM) platform. Your sales reps must know that following the sales process is mandatory.

By having a process like this, you'll be able to better optimize it over time as you start to see what works well and what could work better.

It's critical to continually optimize your sales process, just like you optimize your marketing execution.

This is an important piece of your revenue generation machine.

Performance

Just like marketing, you need to track performance. Sales vs. quota is the most obvious data point, but you'll want to look at other metrics, too.

Conversion rates on sales-qualified leads (SQLs) to sales opportunities will uncover how good your reps are at qualifying.

Conversion rates on sales opportunities to proposals will uncover how good your reps are at moving people along in their buyer journeys, answering their questions, using content, and helping prospects feel safe.

Close rates will uncover how good your reps are at helping people rationalize the sale and negotiate tricky terms.

Average revenue per new customer will uncover which reps are selling larger deals or more comprehensive solutions.

Pipeline velocity will show you who's good at moving opportunities through the sales process quickly and efficiently.

Sales cycle in days will help you see how long it takes to close new customers, and as you optimize your process, you should see this number start to go down.

All these numbers together give you a much better view of how effective and efficient your entire sales team is at executing your sales process, which is something companies with high-performing revenue generation machines all work hard to manage.

Technology

You're going to need a CRM to handle all aspects of what's needed. Most companies have a CRM of some kind, but in this case, you'll need a CRM that is integrated with your marketing automation.

You'll need a CRM that has automation tools to make executing your sales process easy for the sales reps.

It should allow the sales reps to serve up content like e-books, videos, audio files, presentation decks, and more quickly and easily right from the CRM.

Sales reps should be able to see a complete chronology of the prospect, from the first time they visited your website through each and every touch in the sales process. This allows them to uncover insights into what pains or issues prospects are dealing with and what content they might have interacted with before becoming an SQL.

Your CRM should also be good at helping reps follow the new sales process. This means you'll know every prospect is getting the same experience regardless of their rep. Look for a CRM that allows you to track and record both email and voice communications with prospects.

This will help you ensure that your reps are telling the same stories at the right time in the sales process. You'll also get to hear prospect responses and gauge their level of engagement.

These are all positive and necessary steps toward helping with that important continuous improvement part of building this machine.

CHAPTER 5

Customer Service Transformation

This area is one of the least emphasized and most significant opportunities when it comes to revenue generation.

While most people ask for help getting more leads or closing more new customers, revenue is almost always buried in the current customer base just waiting for someone to uncover it.

When we talk to business leaders about this, they almost always share that most customers don't buy everything they offer. In fact, most companies report that they've only fully penetrated around 15% of their total customer base.

These customers already know you, like you, and trust you. Assuming you're doing a good job delivering, this is a tremendous opportunity to drive revenue and accelerate business growth.

But you have to consider their buyer journeys too, just like you did with sales and marketing. While these people are your customers, do they want to be sold? No, they want to feel like they are important because they're your customers.

By sharing stories, sneak peeks at new products or services, and customer-exclusive content, you can continue to build your relationship with them and drive additional revenue for the company.

Strategy

You have your customer service team manning the phones, watching email, and scanning social media for any customer service issues. You do have them watching social, right?

But what else can they be doing to drive revenue?

First, consider the experience. How quickly does this team respond to inquiries? Are there ways to make that faster, like using website chat to route customers from the website directly to customer service reps instantly?

The better the service, the more referrals you'll get.

By the way, you should be tracking referred customers just like you track new leads that marketing generates.

Next, consider how the service reps educate your customers. Are they using video? Do you have a YouTube channel for customers where they can be directed to watch a video if they need more information? This helps you with search engine optimization (SEO) and helps you better serve customers.

Are customer service reps thinking about cross-selling and upselling additional services based on the questions or concerns your customers bring up on service calls? Is there a process for this so that customers feel like they're being helped and not sold?

Think about what you want your customer service reps to do and how you want them to do it. Determine the tools you need to give them to create the experience that differentiates your business and keeps customers loyal. This is going to take a solid and thoughtful strategy, but don't skip this step or diminish its importance.

If you can't deliver at a high level, your revenue cycle will slow down and underperform.

People

The key to the people part of the equation is making sure they understand their role. Just like salespeople aren't selling or convincing but rather guiding prospects, your customer service people should be guiding customers to find answers to their product- or service-related questions, challenges, and issues.

This is a perfect time to get to know your customers better, ask them more questions, and build a stronger relationship. Lean into your in-house product and service experts.

Your customer service team must be committed to delivering the highest level of service.

Zappos defined this level of service by allowing their customer service people to do whatever customers needed, even helping one of them order a pizza late at night.

While this is an extreme example, you should invest and focus on making sure your customer service reps know the level of service you expect them to deliver.

Process

Just like your sales process is defined and everyone is trained on it, your customer service experience needs to follow suit. That means all customer service touch points are mapped, you're working to deliver peaks in each of the service experiences, and you're making those experiences remarkable.

This is where word of mouth becomes incredibly important.

You don't simply want people who say nice things about your company, you want advocates.

Advocates go out of their way to refer you to their peers. They're so proud they found you that they want to tell everyone about you. They think they found something special and want to share it with as many people as possible.

Companies like this include Warby Parker, Dollar Shave Club, Rackspace, and Trader Joe's.

Performance

Several performance measurements exist for the customer service team, and some are more obvious than others.

Response time is a key one. How quickly do you pick up the phone, answer an email, or respond to a contact us submission on your website? How quickly do you reply to messages on social media? Your goal should be to make these response times as short as possible.

Customer satisfaction scores are another measure of how solid your service is and what people are willing to say about your company. Measuring this on a regular basis gives you a perspective on how well you're doing. Is it going up? Is it going down? Are you maintaining a high level of performance?

Another related measure is reviews and advocate customers. How many people are willing to be references? How many people have written online reviews for your company?

Online reviews are incredibly important today. People are searching for and reading about your company long before they reach out to you to talk with a sales rep.

You should be tracking reviews on Google, Facebook, and any industry-specific review sites.

All these metrics should be going up and to the right month over month. Revenue will certainly follow if you can build the processes to drive these important customer service metrics.

Technology

You can't deliver this kind of experience without technology. You need a knowledge base for customer service reps to quickly find videos and content to share with customers.

You'll want to start single streaming all your online inquiries so your reps can see requests regardless of where they come from, whether it's Facebook, chat, email, ticket submission, contact us forms, or calls. Regardless of the source, your team should be responding quickly.

All your customer service surveys and feedback requests need to be centralized and deployed to the right person at the right time based on interactions with your team.

You're going to want to schedule emails to customers to follow up on service experiences and in some cases continue the conversation. A single platform should handle all that, and you want to automate as much as possible.

Reporting for customer service is important, too. Track tickets and the time to close those tickets. Relating customer satisfaction scores with specific customer service reps or ticket requests might uncover an issue that needs your attention.

Call monitoring, similar to what we discussed in the sales conversation, helps ensure everyone is telling the same story at the same time and that the company's positioning remains intact.

Customer service reps should be able to publish meeting links and allow customers to schedule times that are convenient for them to go over their issue and get help.

Email templates can be written once around a specific issue and then published to your service platform, allowing reps to pull the right template, personalize it, and send it. This makes your reps highly efficient and controls the experience.

Overall, efficiency and experience rule the day for service teams.

High-quality experiences delivered with a high degree of efficiency fuel your revenue generation machine with revenue from current customers that you weren't expecting or planning for, making revenue goal attainment that much easier.

CHAPTER 6

Additional Considerations

A handful of additional considerations will need your attention when you go all-in on building your revenue generation machine.

Timing

This is a long-term play. Don't think this will take a couple of weeks. Most experts talk about digital transformation as something that never ends. Your revenue generation machine is going to need constant care and nurturing.

Over time it will get better and your performance will improve, but only if you are patient and persistent enough to stick with it.

Data

Your data has become an important corporate asset that cannot be overlooked or diminished. If you have garbage in your databases, your program will underperform.

If you have bad prospect data, bad customer data, incomplete data in both areas, and/or inaccurate data in both areas, your program is going to run into major challenges.

> **Take the time now to clean up your data and segment it properly, then invest in the tools you need to keep your data clean, complete, and accurate over time.**

Agile

The software industry pioneered Agile software development, and today this approach has become popular in other industries. Agile means you're getting something done and out, instead of waiting for it to be perfect before sharing it with the public.

Done is almost always better than perfect. It might seem scary to let the world see something that is not fully baked, but the feedback you get will make it better. Waiting will only delay the benefits.

Instead, build your minimum viable product (MVP) for your revenue generation machine. Start using it, identify the areas that need to be upgraded, prioritize them, and start knocking them down every month.

Each month your machine gets better based on live feedback from prospects, customers, reps, and other employees. Include their feedback in the process and work on it every day.

Expectations

It's one of the most important conversations we have with our clients. What are your expectations over what time period? What do you expect in 90 days and in six months? You should have similar conversations and set similar goals for your revenue generation machine.

Be realistic. If you're starting from scratch, this type of initiative might take two years. If you already have a solid marketing, sales, and customer service execution, this might only take you a few months.

If you're missing key components like people or the technology, consider the timing and expected results until you add these missing items.

Be honest about your organization, your budget, and your commitment to this initiative. If you can't go all-in, maybe it's not the right time.

What is the risk of pushing it off? What could you do in the meantime?

With a project like this, you have to be all-in or not in at all.

Get Help Instead of Going It Alone

Again, this is going to sound biased, but doing this on your own isn't recommended. It's highly complex and the risks are high. Most of the companies we see coming to us have tried to do it on their own and then admitted they need help.

Help in any form will mitigate your risks, accelerate your timeline, and allow you to avoid potholes and detours along the way. People who have done this before for companies like yours will provide guidance that you'll find invaluable, and in the end, they'll save you a lot of money and a lot of time.

If you can, get help with projects and initiatives of this scale.

CONCLUSION
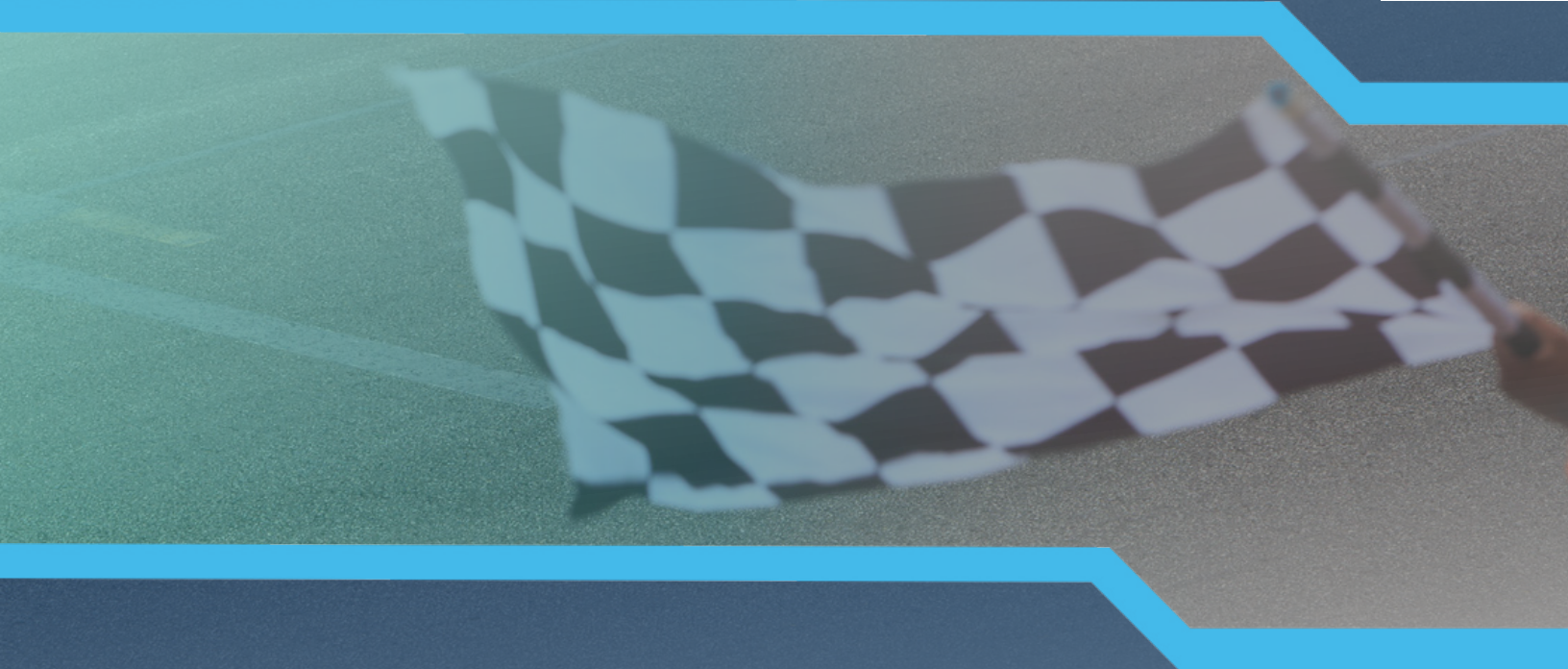
Final Thoughts

You've tackled big initiatives like this in the past. You've launched new products or services, you've built out new teams, and you've pivoted the company. You've always emerged as a bigger, better, and more successful company.

If it was easy, everyone would be doing it. Theodore Roosevelt said:

"Nothing in this world is worth having or worth doing unless it means effort, pain, and difficulty."

This might be one of those times when you step out into the unknown and know that it's going to be hard but you'll get through it. And when you emerge, you'll feel proud of yourself, your team, and your company.

You'll have something very few companies have, and you'll be reaping the rewards for years to come.

I wish you success. We are here to help in whatever way you need. My only hope is that this information inspired you and prepared you for the work that is yet to come.

Take Your Revenue to the Next Level

Want to get serious about growth? Meet with our experts for 30 minutes — we'll assess your current marketing and sales efforts, and we'll give you at least five ways to accelerate growth.

LET'S TALK

About SEG (Sales Empowerment Group)

SEG helps companies accelerate revenue, and our team is passionate about helping clients, partners, and stakeholders unlock their growth potential. We do that by providing marketing strategy, lead generation, sales talent, sales consulting, sales training, and technology services as part of The Revenue Generation System™ that delivers repeatable, scalable, and predictable revenue growth.

SEG's Accelerated Program empowers clients to get their Revenue Generation System up and running in weeks instead of months. Through proprietary technology, methodology, frameworks, and tools, SEG is uniquely positioned to help companies navigate the challenges associated with scaling revenue and growing.

To learn more about SEG, visit our website at www.salesempowermentgroup.com.

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