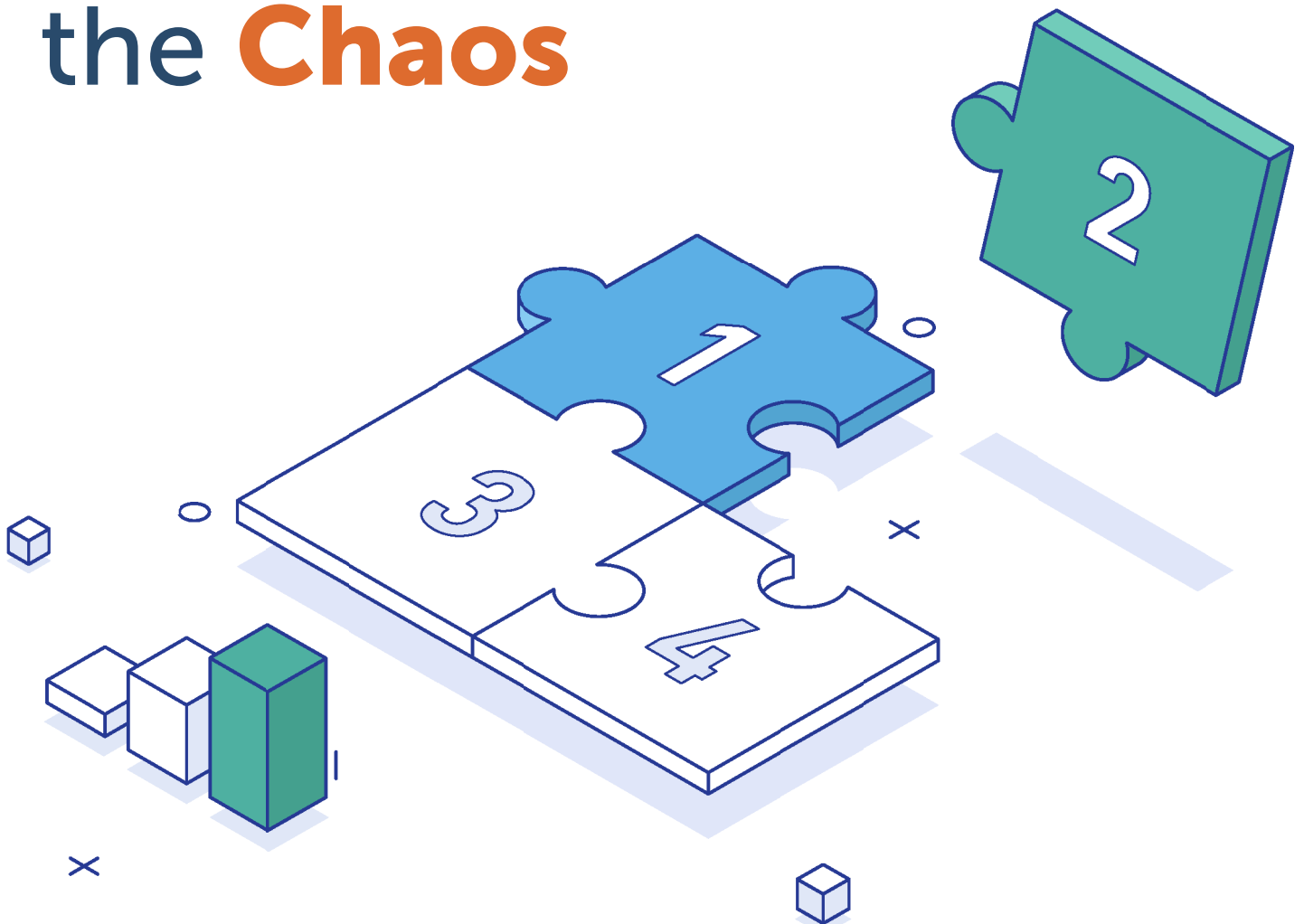


A stylized illustration featuring a person in a blue suit running upwards along a green line that curves across the frame. The background is filled with various geometric shapes: blue clouds, a blue plus sign, a blue circle, a green dotted arrow pointing up and to the right, a solid green arrow pointing up and to the right, and a blue line with a right-angle bend. The overall theme is growth and acceleration.

What's Slowing You Down?

**You're Missing Something – How a
Revenue Generation System™
Drives Growth**

Cut Through the **Chaos**





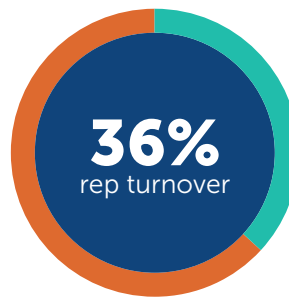
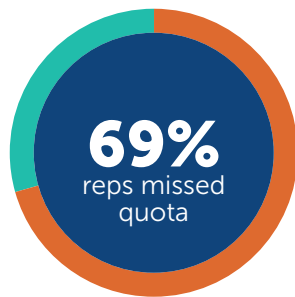
Most Businesses Are *Missing* Their Revenue Goals

Across the board, there's a disturbing downward trend – missed quotas are the norm, sales cycles are longer, and win rates and deal sizes are smaller.

State of Sales 2024



Rep Performance

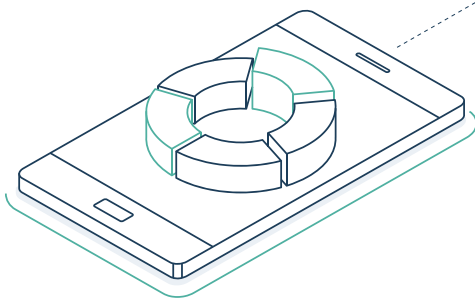
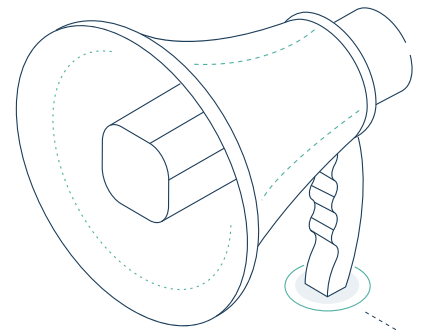


Source: [2024 B2B Sales Benchmarks Report](#)

It's *Harder* Than Ever To Get Your Prospects' Attention

It's a noisy world – and it's only getting louder. Inboxes are swamped, social feeds are oversaturated, and we're all overwhelmed with information 24/7. On any given topic, we have instant access to more content than we could ever consume.

But as access to content has increased, attention spans have decreased – people tune in to your message briefly or tune it out entirely. Getting noticed is hard. Being heard is even harder.



People Don't Buy Like They *Used To*

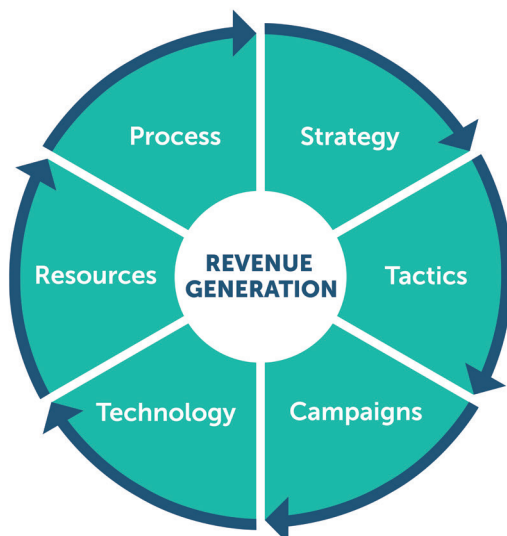
A shift in how people make purchases has compounded the challenge. The linear and orderly experience of the traditional three-phase sales funnel has been replaced by a more chaotic buyer journey in which prospects move freely – and unpredictably – between eight stages. Meeting prospects where they are and providing guidance has become critical.



You *Need* a System

The best businesses have a system for everything – from hiring talent to delivering products and services. To meet today's unique challenges and realize growth, you must stop relying on siloed groups operating in random ways and start implementing a system for revenue generation.

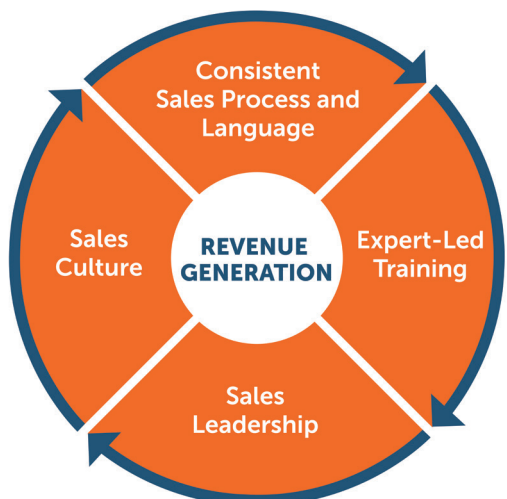
Components of a Revenue Generation System™



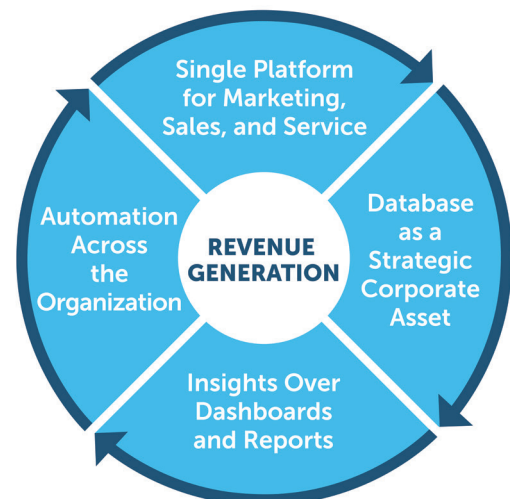
Marketing Strategy and Lead Generation



Sales Talent and Lead Closing



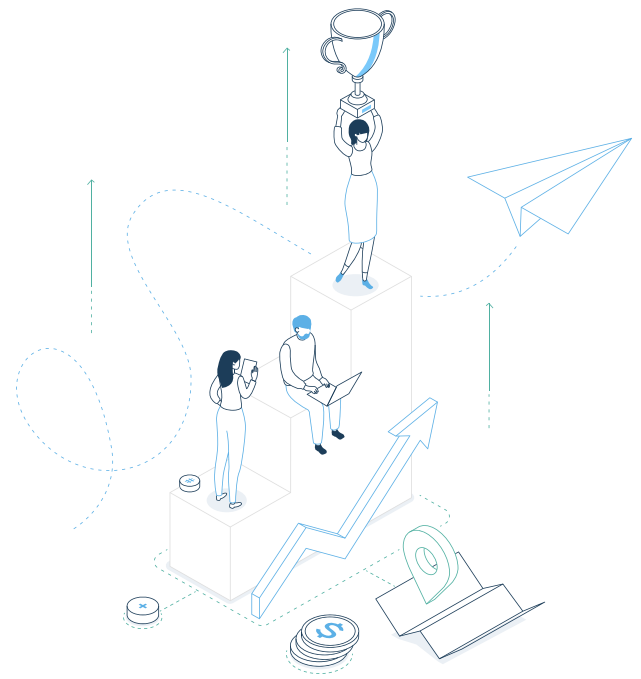
Sales Training and Optimization



Marketing and Sales Technology

Marketing *Fuels* Your Revenue Engine

A comprehensive, coordinated approach to marketing helps you attract and engage with prospects across the buyer journey, filling your pipeline with a steady flow of quality leads. To do so, your marketing and lead generation must include six components.



PROCESS

- Weekly
- Monthly
- Quarterly

STRATEGY

- Personas
- Story
- Differentiation

TACTICS

- Foundation
- Lead Generation

CAMPAIGNS

- Inbound
- Outbound
- Analytics

TECHNOLOGY

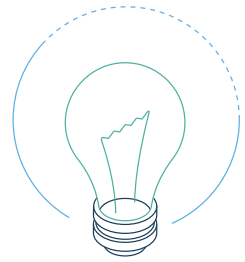
- HubSpot
- Supporting Tools

RESOURCES

- Internal
- External

Workshop 1: **Marketing Strategy and Lead Generation**

To cut through the noise, you need to get in front of the right people with the perfect message and convince them that you can solve their problems. Here we'll start working through a few key foundational elements to any marketing strategy.



Who Do You Want To Attract?

Fill out this simplified persona document with information based on your ideal buyer.

Most businesses have more than one buyer persona.

Demographics	
Title(s)	
Geographic area(s)	
Size of company	
Psychographics	
Attributes and traits (e.g., influenced by peers, afraid of change, etc.)	
What are their main goals?	<ul style="list-style-type: none"> • • •
Source of Information	
Websites, blogs, social accounts, etc.	
Industry events	
Thought leaders	
What Are Their Biggest Pains?	
Pain 1	
Pain 2	
Pain 3	

What's Your *Big Story*?

Your Big Story should connect your personas' pains to the unique ways you help solve them. This will help make your message emotional, compelling, and memorable. In 10 seconds, you should be able to get someone emotionally connected to your business.

In addition to your Big Story, you must be remarkable. This means NO OTHER company can say what you're saying.

What differentiates you from the competition? What makes you remarkable?

- 1.
- 2.
- 3.

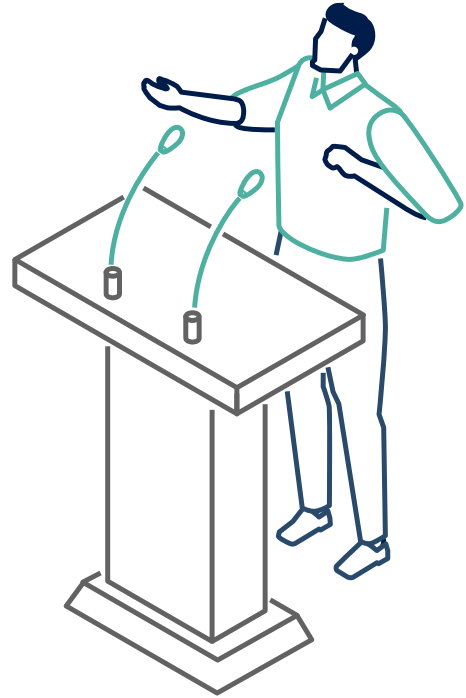
Go back to the pains you listed for your persona. How do you help solve each?

Where possible, weave in your differentiators.

- **Pain #1:**
- **Solution:**

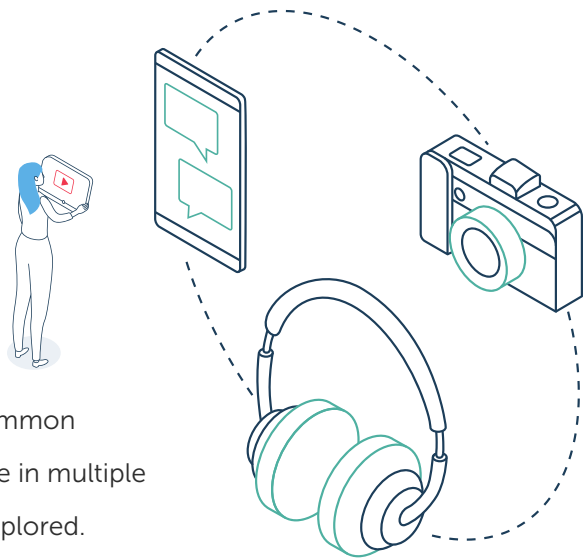
- **Pain #2:**
- **Solution:**

- **Pain #3:**
- **Solution:**



Content Is *King*

Content is integral in supporting your message, answering prospect questions, and guiding them through the buyer journey. Here are examples of common content types and their buyer stage(s). Assets can live in multiple buyer stages depending on the topic and content explored.



Type of Content	Stage of Buyer Journey
Social Media Posts (Organic and Paid)	Early to Middle: Pre-Awareness, Awareness, Education, Consideration, Evaluation
Whitepapers, E-books, and Guides	Early to Middle: Awareness, Education
Tip Sheets and Checklists	Early: Awareness, Education
Newsletters	Early: Awareness, Education
Blog Posts and Articles	Early: Awareness, Education
Podcasts and Videocasts	Early to Middle: Awareness, Education, Consideration, Evaluation
Webinars	Early to Middle: Awareness, Education, Consideration, Evaluation
Audits	Middle to Late: Decision, Rationalization
Success Stories and Case Studies	Middle to Late: Consideration, Evaluation, Rationalization, Decision
Demos	Middle to Late: Consideration, Evaluation, Decision
Quotes	Late: Evaluation, Rationalization, Decision
Assessments and Consultations	Late: Evaluation, Decision
Free Trials	Late: Decision, Rationalization

Develop Your *Content Strategy*

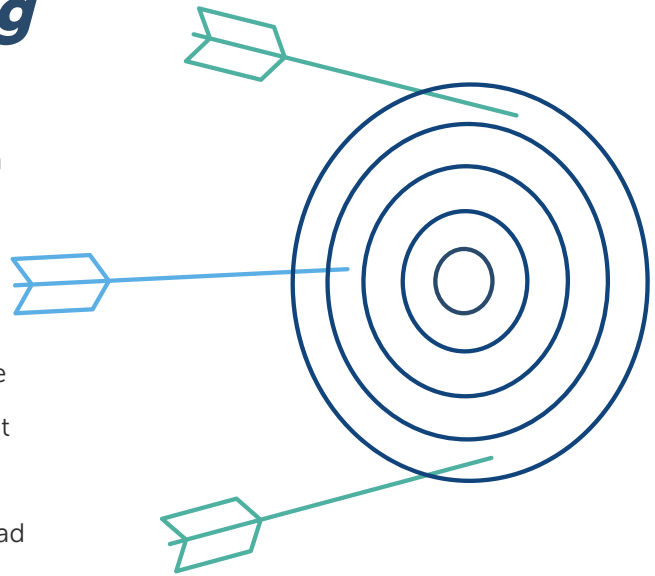
Consider what type of content is needed for each stage of your target persona’s buyer journey. You can use existing content you’ve previously created and new assets that will be developed.

Type of Content	Stage of Buyer Journey	Status (Existing, New)

Move Beyond *Hit-or-Miss Marketing*

When revenue is down many businesses jump from one tactic to the next in a scattershot approach to lead generation. Some hit, most miss.

To get in front of your ideal prospects and influence their buying decision, you must be intentional about the tactics you use and pull them into a cohesive strategy. Here are some common marketing and lead generation tactics to consider.



- Content publication
- Website pages
- Blogging
- Search engine optimization (SEO)
- Social media marketing
- Industry events
- Print ads
- Digital ads (paid search and social)
- Speaking engagements
- Email
- Lead nurturing
- Videos
- Podcasts
- Webinars
- Sales enablement
- Purchasing lists
- Referral marketing
- Account-based marketing (ABM)
- Direct mail
- Partner marketing

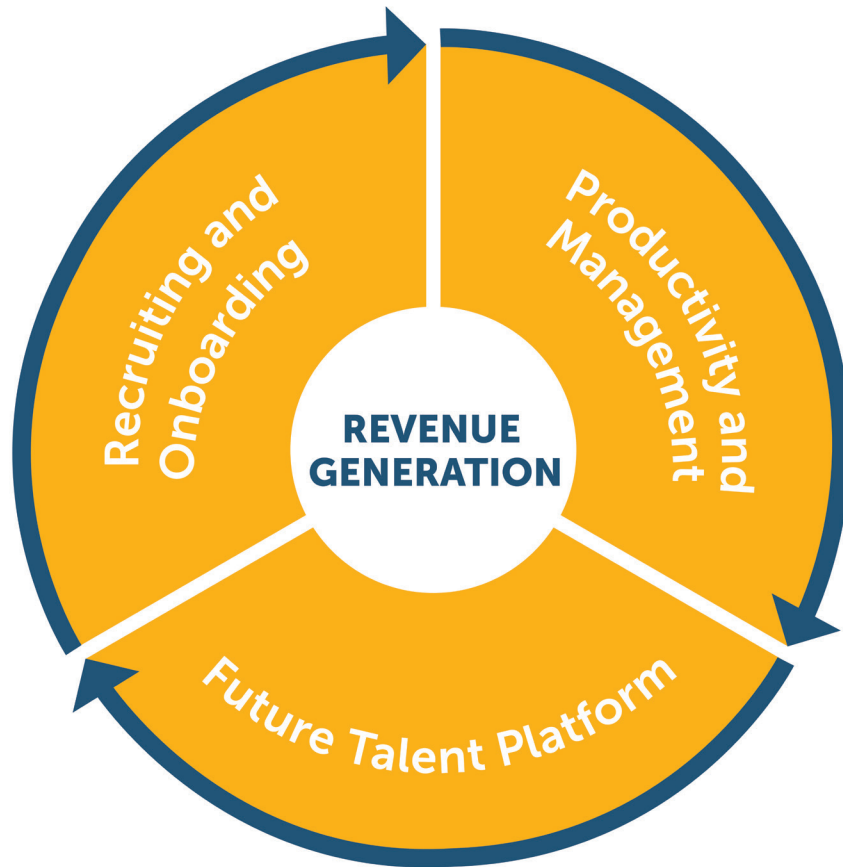
Pull It All *Together*

Based on the foundational work you've just done and the example provided, develop campaign strategies to help you achieve your revenue goals.

Campaign Name	Target Persona	Message	Offer(s)	Tactics
Customer Cross-Sell and Upsell	COOs at manufacturing companies with 1,000+ employees	Your team can operate 50% more efficiently	EARLY Infographic: 10 Ways Manufacturing COOs Are Driving Massive Efficiency MIDDLE Webinar: How Progressive Manufacturing Companies Slash Operating Costs LATE Operational Assessment: Uncover Operational Improvements in an Initial 30-Minute Meeting	1. Two emails/month during campaign 2. Website landing pages for content 3. Content publication 4. Lead nurturing 5. Social media promotion of campaign content 7. Paid social for campaign content offers 8. Paid search for campaign content offers 9. Industry conference

Talent Is the Heartbeat of Your Sales Team

Finding and developing a scalable team of high-performing sales reps that will close more deals now and in the future requires a systematic approach that accounts for three must-have components.



Workshop 2: **Sales Talent**

Hiring, retaining, and developing the right sales talent not only helps improve performance but it also provides consistency and continuity for your team and customers. In this workshop, you'll reflect on how you attract and manage sales talent.



Do You Know How To Get (and Keep) ***Top Talent***?

Building – and maintaining – a team of closers starts with identifying what you want in a sales rep and having processes in place to get them in the door and set them up for success.

What are some of the challenges you have in building your sales team?

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List the top traits you look for when hiring sales talent.

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What is your sales rep recruiting plan?

What is your onboarding plan for new reps?

How long is it before new reps start producing? _____

What is your process for backfilling a role when a sales rep leaves or is promoted?

Training Fuels Sales Performance

An ongoing, programmatic approach to sales training can transform your sales culture and enable your team to improve in areas that positively impact its ability to consistently close deals. To succeed, it must integrate four key components.



Workshop 3:

Sales Training

Not all training is equal, and the approach you take influences your team's ability to improve its performance and achieve continual growth. In this workshop, you'll consider the current state of your sales training and how it can be elevated.



What Does Your *Training Model* Look Like?

Every organization should have a plan for training and developing its sales team. Consider some of the ways you're providing training opportunities to your team.

How do you determine who gets training and in what areas?

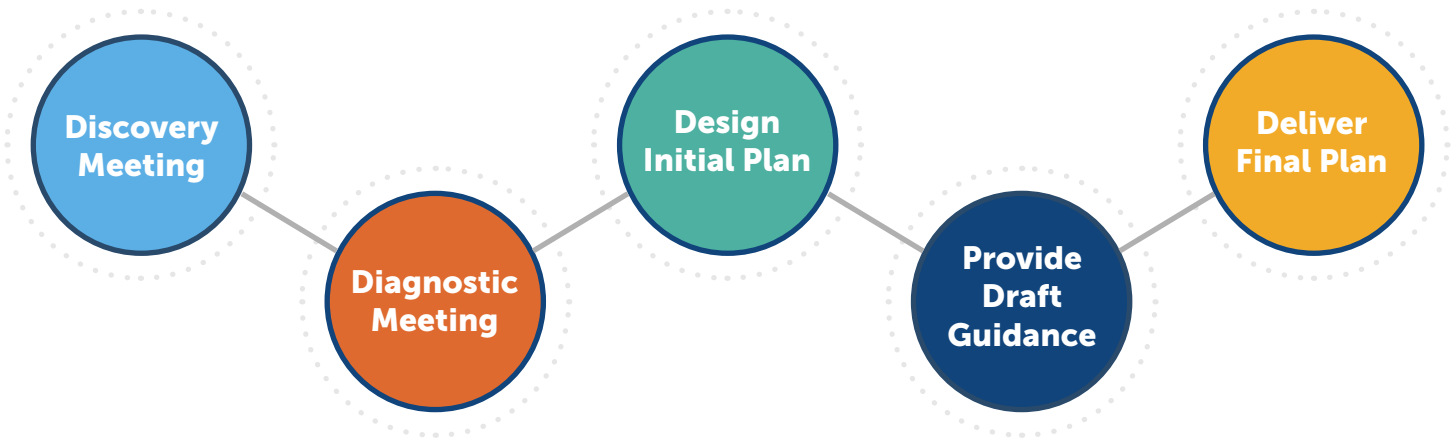
What are some ways you provide ongoing training to your sales team?

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SAMPLE TRAINING PROGRAM:

1. Assess and benchmark sales skills
2. Identify areas of need
3. Develop a need-specific training plan
4. Provide consistent, ongoing training
5. Measure progress
6. Achieve certification

Document your sales process at a high level.



What are some open-ended questions your sales reps ask during the sales process to uncover opportunities?

Get It *Together*

Get revenue back on track. Align and orchestrate all aspects of B2B marketing and sales to streamline revenue growth. SEG's Revenue Generation System (RGS) seamlessly integrates four expert-led services to provide a scalable way to grow.



**Marketing and Lead
Generation**



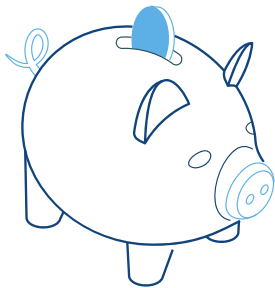
**Sales Talent and
Lead Closing**



**Sales Training and
Optimization**



**Marketing and Sales
Technology**



Get With *the System*

Learn how to grow revenue faster and more consistently with an integrated revenue generation machine.



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