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GO-TO-MARKET PLAYS TO DRIVE REVENUE FASTER IN 2023

B2B TELESALES

Enhancing Personalization and Building Relationships

- Leverage customer data and insights for personalized outreach
- Tailored pitches based on customer pain points & preferences
- Nurturing existing relationships through regular follow-ups and personalized communication



RESULT < Increased conversion rates and long-term revenue growth



DIGITAL MARKETING

Harnessing the Power of Data and Automation

- Connect CRM systems and marketing automation platforms
- Data-driven segmentation for specific and personalized communication
- Utilize predictive modelling and AI-powered marketing tools

Increased high-value prospects & conversion rate, and accelerated revenue growth

RESULT >

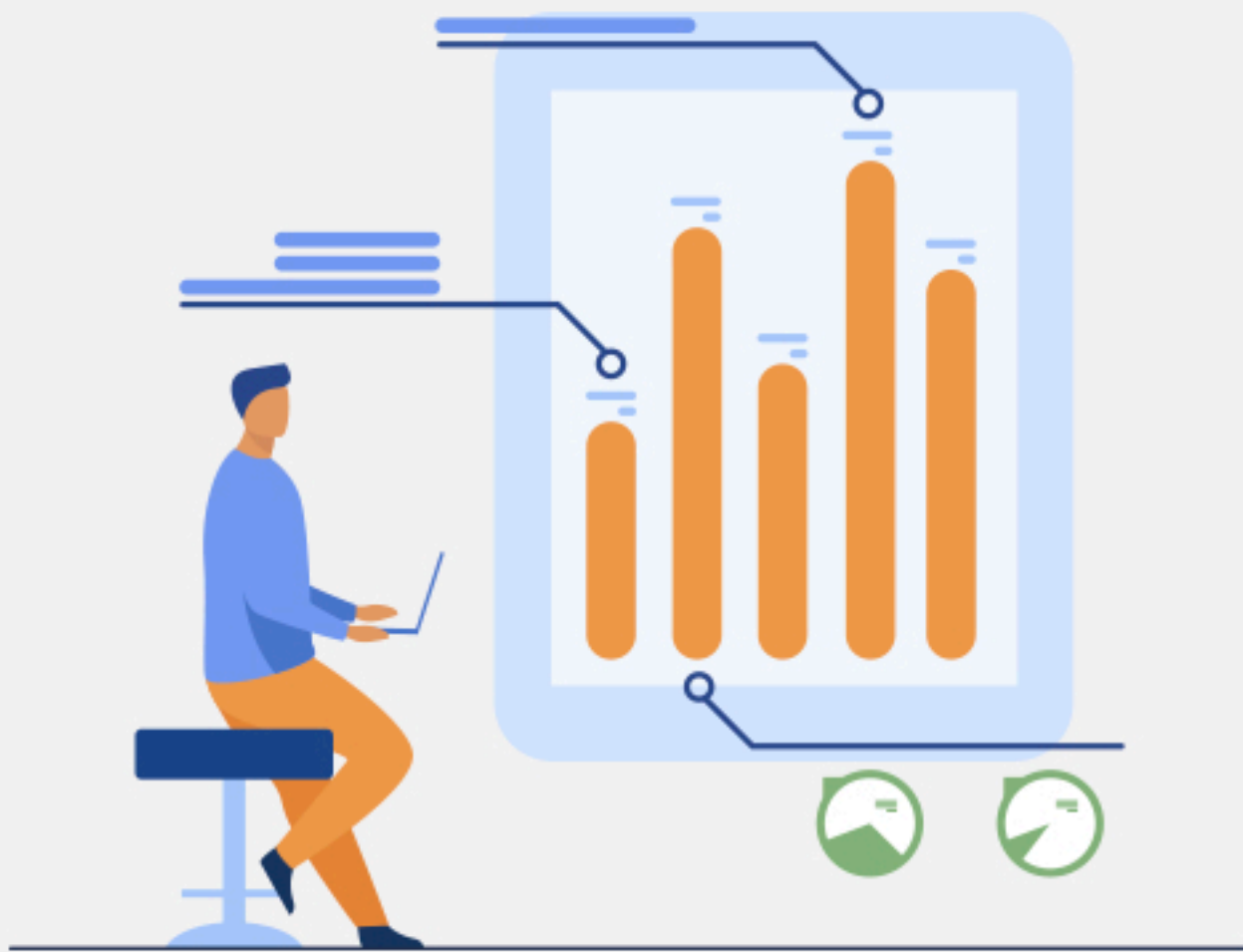
ACCOUNT-BASED MARKETING (ABM)

Focusing on High-Value Customers

- Align marketing and sales efforts for strategic accounts
- Customized approaches to engage decision-makers
- Deliver tailored messaging, content, and offers



RESULT < Enhanced engagement, increased conversion rate, and revenue generation



DATA-DRIVEN DECISION MAKING

Optimizing GTM Campaigns

- Collect and analyze relevant customer data points
- Refine ideal customer profiles and create compelling messaging
- Leverage predictive analytics to forecast customer behaviour
- Track and measure KPIs for campaign success

Continual optimization and increased revenue generation

RESULT >



B2B sales engines driven by data have witnessed a 15-25% increase in EBITDA.



\$74-298 billion revenue growth opportunity through sales technology.