

Icicle Technologies

February 2014

sandeep sargar

Overall Diagnostic for month February 2014

135

System

155

Strategy

210

Program

□

Must Do Items

Questions	Points	Your Score	Avg Score	Cal Score	Avg Cal Score
We monitor and regularly evaluate our competitive position, measuring our relative strengths and weaknesses as well as areas of potential market disruption.	5	1	2	-1	0
Our brand expresses our values and is articulated effectively through our naming, logos, design, and colors.	10	2	2	0	1
We deliver a distinctive, differentiated and up-to-date experience and offer our audiences relevant content, efficient access and innovative experiences.	10	1	2	-2	0
We have developed a distribution and channel strategy that allows our customers to conveniently access our products and services and enjoy a positive brand experience.	10	1	2	-2	1
We price our products and services strategically and tactically for maximum business return and customer value. Pricing is a crucial part of the customer's value equation.	5	1	2	-1	0

Should Do Items

Questions	Points	Your Score	Avg Score	Cal Score	Avg Cal Score
Within our target segments, we focus on the best customers that align with our value proposition and we actively reallocate resources to high value customers.	5	1	2	-1	0
For each target segment, we develop compelling and distinct value propositions that drive our sales and marketing execution and inform our product portfolio.	20	1	2	-4	3
We develop strategic plans based on metrics and specify the internal and external resources, budgets and implementation timelines required.	10	1	2	-2	1
We continuously enhance the quality of our data, acquiring new prospects at the top of the funnel and using progressive profiling techniques to augment the database with rich information.	10	4	2	6	1

Could Do Items

Questions	Points	Your Score	Avg Score	Cal Score	Avg Cal Score
We involve key stakeholders from across sales, marketing, ops and technology to formulate a shared vision and aligned revenue approach and process.	5	1	2	-1	0
Our prospects are scored based on their activities, and we engage drip marketing and messaging using email and social channels to nurture prospects at each stage of the funnel.	10	1	2	-2	0

About Revenue Grader

Revenue Grader is a Revenue Architects application. It is a diagnostic tool to help businesses leaders rapidly assess revenue performance potential and develop a prioritized top-level plan – all in minutes. Revenue Grader complements other grader apps by taking a broad and strategic view of the critical elements of revenue performance.

It is focused across three critical dimensions:

- Revenue Strategy
- Revenue Systems
- Revenue Programs

After completing the Revenue Grader diagnostic, the executive can quickly identify priorities. Priorities can range widely - from developing market segmentation and crafting better value propositions to deploying marketing automation and enhancing sales team skills.

About Revenue Architects

Integrated consulting and agency services for revenue growth

Revenue Architects delivers adaptive services for revenue growth. We combine marketing, sales, PR and communications skills in a flexible model to address the diverse and changing requirements of marketing and sales leaders. By combining our core team of trusted advisors and our independent network, we flexibly deliver comprehensive services for revenue growth:

- Revenue Strategy: Envisioning opportunities, assessing capabilities and prioritizing initiatives
- Revenue Systems: Deploying technology, mapping processes, and building skills
- Revenue Programs: Creating and delivering innovative campaigns and programs.

Growing the top-line is more challenging than ever. The web, social media and mobile technologies have transformed the buyer-seller relationship. Buyers are more in control. Businesses must integrate marketing and sales and effectively engage the web to capture, deepen and expand relationships. Yet, executing successfully requires both a solid strategy and diverse talent – from creative design and branding to content creation and technology. And needs continuously evolve.



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