

Point of View

August 2024



Industry trends

\$298B

in revenue growth potential across OEMs tied to enabling tech in sales (CX, enhanced selling process, refined pricing)

Growth of subscription business models to unlock new revenue streams

80%

of B2B sales interactions will occur on digital by 2025

Efficient growth

eclipsing “growth at all costs” mindset

30%

revenue increase in service business for companies that develop an effective GTM strategy



To improve the customer experience, OEMs have to do a better job of predicting what customers want and need. For many, it's an approach that's dramatically different from how they have historically operated.

McKinsey & Company

Technology Company is prioritizing **durable revenue growth**

Improving sales and customer experience, and prioritizing high-margin business with consistent cash flow, all while minimizing cost



Our partnership priorities

Customer centricity: Continue to invest in people to deliver world-class service to customers

Leverage Technology Company's data to deliver **proactive and personalized customer experiences**

Commercial execution: Accelerate revenue growth by leveraging DN Series innovation combined with improved commercial execution

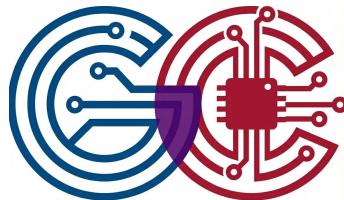
Deploy, scale, measure, and refine targeted prospecting plays to build **market share**

Operating margin expansion: Improve operating profit through gross margin expansion and maintenance of strong operating expense discipline

Maximize rep efficiency and effectiveness to minimize **cost of customer acquisition**, while targeting **high-margin GTM motions**

Cash flow predictability: Execute on levers to better linearize quarterly seasonality and improve free cash flow conversion

Align data signals and efforts on sales plays that generate **consistent revenue**, including **post-sale customer value maximization**



Centralize and structure omni channel communication

Connect first & third party buyer signals for **AI-conducted prioritization**

Capture and analyze the voice of the customer

Enhance management and cross-functional **visibility**

Connect in the right place

Improve seller efficiency

Expand market coverage without hiring additional sellers

Embed GTM prioritization into workflows

Meet buyers at the right time

Equip sellers with tools for greater impact

Improve effectiveness to reduce customer cost of acquisition

Connect post-sale signals to maximize LTV and drive consistent revenue

Interact with customers in the right way

Improve sales team performance

Connect customer feedback to product owners

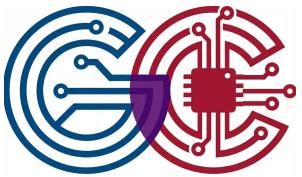
Reduce internal service costs through improved virtual servicing

Deliver an optimal experience across the customer journey

Improve management visibility

Focus GTM efforts on high-margin items

Drive forecast accuracy and insight



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