



Point of View

February 2025



Engineering Company is evolving its GTM strategy to exceed last year's 2% revenue growth and drive net profit improvement



- **Increase the proportion of strategic, solutions business**

While continuing to operate as a reseller, grow the ratio of strategic deals by augmenting offerings with services, consulting, education, training, and implementation.

- **Expand and Diversify Customer Base**

Increase market penetration by targeting new customer verticals, expanding within high-growth industries, and improving sales structure to drive net-new acquisition.

- **Inform the Tata Business Excellence Model (TBEM)**

Build a high-performance sales organization through better visibility, data-driven decision-making, and structured enablement.

- **Strengthen Retention & Service Delivery**

Drive stronger customer relationships through structured engagement frameworks, improved service delivery, and retention strategies.

By partnering with us, Engineering Company will enable the capabilities needed to generate \$20M in incremental business benefit over three years

Strategic priorities

Increase the proportion of strategic, solutions business

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Expand and Diversify Customer Base

Increase market penetration by targeting new customer verticals, expanding within high-growth industries, and improving sales structure to drive net-new acquisition.

Inform the Tata Business Excellence Model (TBEM)

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Strengthen Retention & Service Delivery

Drive stronger customer relationships through structured engagement frameworks, improved service delivery, and retention strategies.

Capabilities required to succeed

Codification and measurement of GTM motions

Workflow prioritization based on buyer engagement

Scalable, targeted, and prioritized sales plays

Workflow efficiencies to boost productive capacity

Streamlined data entry for reliable insights

Coaching workflow optimizations for managers

Proactive account engagement

Improved collaboration across customer-facing teams



We will drive \$20M of incremental business over three years

Key priorities

Increase the proportion of strategic, solutions business

Expand and Diversify Customer Base

Inform the Tata Business Excellence Model (TBEM)

Strengthen Customer Retention & Service Delivery

Our Solutions

- Scale frameworks designed for long-term customer engagement, retention, and upselling
- Orchestrate collaboration between buying groups and market-facing teams

- Mature the sales process and your data strategy
- Improve seller capacity and territory coverage

- Give leaders the technology to cut through the noise and find insights
- Equip managers to coach their teams and drive performance

- Identify the most impactful use cases for proactive account management, and deliver directly in the workflow
- Give market-facing teams the tools to collaborate efficiently and effectively

Value at stake

↑ Customer growth

↑ Market Share

↑ Strategic Execution

↑ Net retained revenue



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