



GrowthPoint[®]

Your Partner to Achieve Sales Excellence



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GrowthPoint provides B2B industry insights and real-world marketing and sales expertise to help you drive winning sales behaviors.

We understand the challenges of creating consistent results from multi-channel sales teams. GrowthPoint offers services and tools to help you elevate skills across all your sales channels to accelerate the results you are tasked to deliver.

- 1** We combine our narrow and deep B2B industry focus with real-world sales and marketing experience to help you develop a go-to-market roadmap that aligns sales and marketing team efforts into one set of “win-win” goals, activities, and KPIs.
- 2** We provide proven sales tools and services to elevate your sales practices across all channels to best-in-class performance levels.
- 3** We offer sales leadership the insights, tools, and services to support data-driven decision-making on marketing and sales activities and practices.

Every service we offer is purposefully focused on delivering measurable results and providing transparency between marketing strategy/tactics and sales performance.



Go-to-Market Execution Strategy

Our sales consulting services are dedicated to helping you generate sales results. Period.

GrowthPoint brings you deep experience, both in the B2B industries we serve and in direct and channel sales leadership. We offer an informed outside perspective and work together with you to refine sales strategies that maximize revenue opportunities.

Utilizing a combination of market research, one-on-one conversations with key stakeholders, and hands-on workshops, GrowthPoint's experienced sales consultants can help you:

- Identify target market segments
- Evaluate market segment size and opportunity fit
- Create market segment buyer profiles and personas
- Determine market segment share/penetration, competitors, and key success factors
- Prioritize market segment opportunities based on ROI
- Develop a sales messaging framework for key market segments and personas
- Optimize sales channel structure to maximize effective market coverage

Go-to-Market Roadmap: Strategy. Structure. Processes. Best Practices.

**“OUR GOAL IS YOUR GOAL —
WE WANT TO HELP YOU ELEVATE
SALES SUCCESS ACROSS ALL YOUR
GO-TO-MARKET CHANNELS.”**

Bruce Hammond, Founder/President, GrowthPoint



Win-Win Marketing & Sales Alignment

We help you bring sales and marketing together to create a joint framework that supports agreement on strategies, goals, activities, practices, and most importantly – common KPIs.

So many B2B organizations are mired in an on-going interdepartmental spat in which marketing accuses sales of “not following up on their leads” and sales counters with complaints that marketing “isn’t giving them ‘good’ leads.” It is no wonder “alignment between sales and marketing” tops the list of obstacles B2B sales organizations must overcome when faced with trying to convert leads into sales, according to the latest B2B Marketing Trends Report. (November 2018)

The real disconnect is typically a lack of mutual agreement on processes and metrics at a key point where their objectives overlap: leads. A fully aligned marketing-sales joint execution strategy is crucial to the success for almost every business.

We work with clients to eliminate this familiar finger-pointing and create a “win-win” framework that fuels growth and success.

High Level Marketing-Sales Alignment Framework

Marketing & Sales Common Definitions	
Marketing Commitments	Sales Commitments
Metrics/KPI's on activities, commitments, progress, goals	
Mutual transparency and accountability	



DEBUNKING A MYTH

Advancements in technologies and methodologies have created a myth that marketing can accurately define and deliver “sales qualified leads.” Work with GrowthPoint, and we will debunk this myth and make sure you and your marketing team come to agreement on what sales wants, what they will qualify, and what they convert into opportunities and sales pursuits.

Sales Enablement Tools that Drive Results

We offer services that leverage technology to deliver a customized environment for accelerating sales success by converting leads into opportunities across the full scope of direct and channel sales environments.

The truth is, not every salesperson and sales manager has the same experience, skills sets, or product knowledge as your top-performers. To elevate performance across all sales channels, we offer services and tools to give the entire team a competitive leg up. This goes well beyond having a common CRM application. Our suite of services and tools supports all your go-to-market sales channels – direct, distributor, and manufacturer rep.

- Lead management services and tools that are easy to use, easy to measure, and easy to integrate with your CRM
- A sales enablement suite of custom services and tools that help you:
 - systematically and successfully “launch” (and measure) high-profile, must-win sales initiatives across all sales channels
 - support every salesperson’s ability to deliver consistent “pitches” that resonate with your prospects and customers
 - enable your front-line sales professionals to proactively plan and execute customized local sales events focused on your solutions
- Customized reports and real-time time dashboards that provide sales professionals, managers, and executives visibility into how sales and marketing activities are performing



HOPE IS NOT A STRATEGY

How many times have you created new collateral and gathered your sales teams for a meeting (or webinar) to announce new products or introduce an important sales initiative?

Ever wonder what efforts are made when everyone returns to their territory?

Do you really know which products and initiatives your channels are giving priority treatment?

Don't guess — KNOW!

Sales Enablement Tools that Drive Results

We offer lead management and sales enablement services and tools that work seamlessly with all sales channels – direct, distributor, and manufacturer representatives.

Triage Leads Quickly to Find Opportunities

Insidesales.com reports that 35%-50% of sales go to the vendor that responds first. GrowthPoint's **Lead Management Services** ensures that your direct and channel sales teams can quickly and efficiently triage leads to disqualify, qualify, and convert them into opportunities. We greatly increase sales effectiveness and accountability by shortening the time and eliminating “systems” between lead identification (marketing tactics) and sales opportunity qualification (your sales pipeline).

Build Your Sales Pipeline Faster with Total Transparency

Ready to launch a new sales initiative? We combine guidance and support in our **Product Launch Services** to help you create launch kit materials and provide the framework and repeatable workflows to systematically train your entire sales channel, identify target accounts, and measure progress every step of the way.

Bring the laser focus, messaging, support, and transparent accountability required to fill your new pipeline quickly with highly targeted accounts to ensure success.

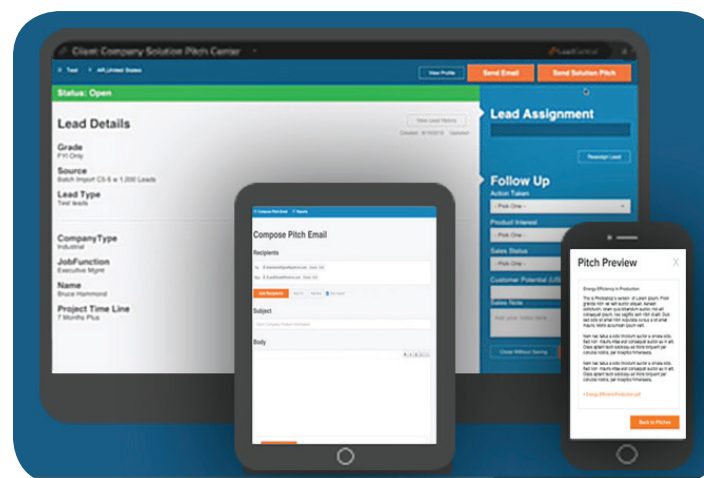
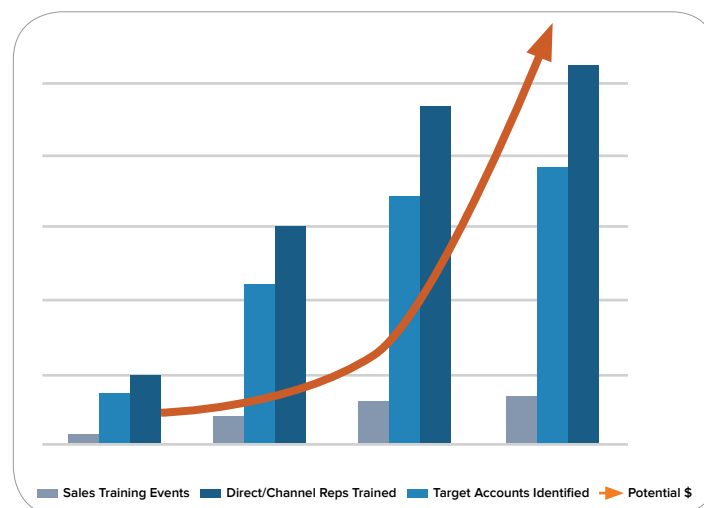
Empower Sales with Sales Pitches That Win

Our **Solution Pitch** application and services enables every direct and channel sales rep to elevate their customer and prospect responsiveness by supercharging one of the most common technologies they use every day: email.

Using our mobile and desktop Solution Pitch app, sales is able to proactively deliver information and collateral to prospects about your products and other initiatives within minutes, and gives you full visibility into the process and prospect engagement.

With Solution Pitch, watch as these easy-to-use pitches turn into engaged sales opportunities.

Systematically Building Your Sales Pipeline



Without Metrics, Success is only a Wish

You can't improve what you don't measure. From demand generation strategy to sales activities, all the way through to winning P&L outcomes, GrowthPoint is committed to providing you insights into what's really driving your go-to-market performance.

We offer a variety of real-time, actionable dashboards and customized push-reports for the sales initiatives we help you develop and implement.

Lead Management Reports

Open Lead Tracking & Management Roll-Ups

- For each individual salesperson across all channels
- For each company sales office or region (direct sales)
- For each channel partner (distributors, reps)
- For sales management (lead summary reports for all key accounts, offices, and channels)

Campaign Launch Sales Activity Reports

- For each individual training event
- Summary roll-up for each channel partner (distributors, reps)
- Summary roll-up report for sales management across all offices and channels

Solution Pitch Activity Reports

- By each sales organization
- By each pitch group

Lunch & Learn Activity Reports

- For each client-facing event
- Summary roll-up specific to each channel partner
- Summary roll-up for sales management





Ready to start a long and
valuable partnership?

Contact GrowthPoint today.

www.growthpoint-inc.com

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