A mechanical funnel, part of a larger brass apparatus with gears, is pouring a stream of water into a small, brown, dried-out potted plant. The water is splashing on the surface below the plant. The background is a plain, light-colored wall.

Your Funnel is F*ck'd

How to Fix Your Go-To-Market Strategy

Mark Osborne, Author
"Are Your Leads KILLING Your Business?"

20+ years delivering \$100's of Millions in Revenue

AdvertisingAge



Google Analytics
CERTIFIED



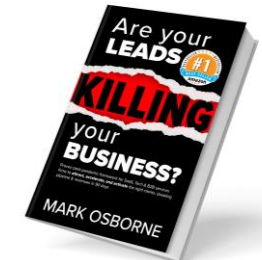
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Business

TransUnion[®]

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MODERN
REVENUE
STRATEGIES



“Stressed to Death”

Internal Enemies

Shouting Matches

Uncertainty

“Failure”

Impossible Goals

Shifting Targets

No Support

How
Do We Fix
Broken
Marketing and Sales
Funnels?

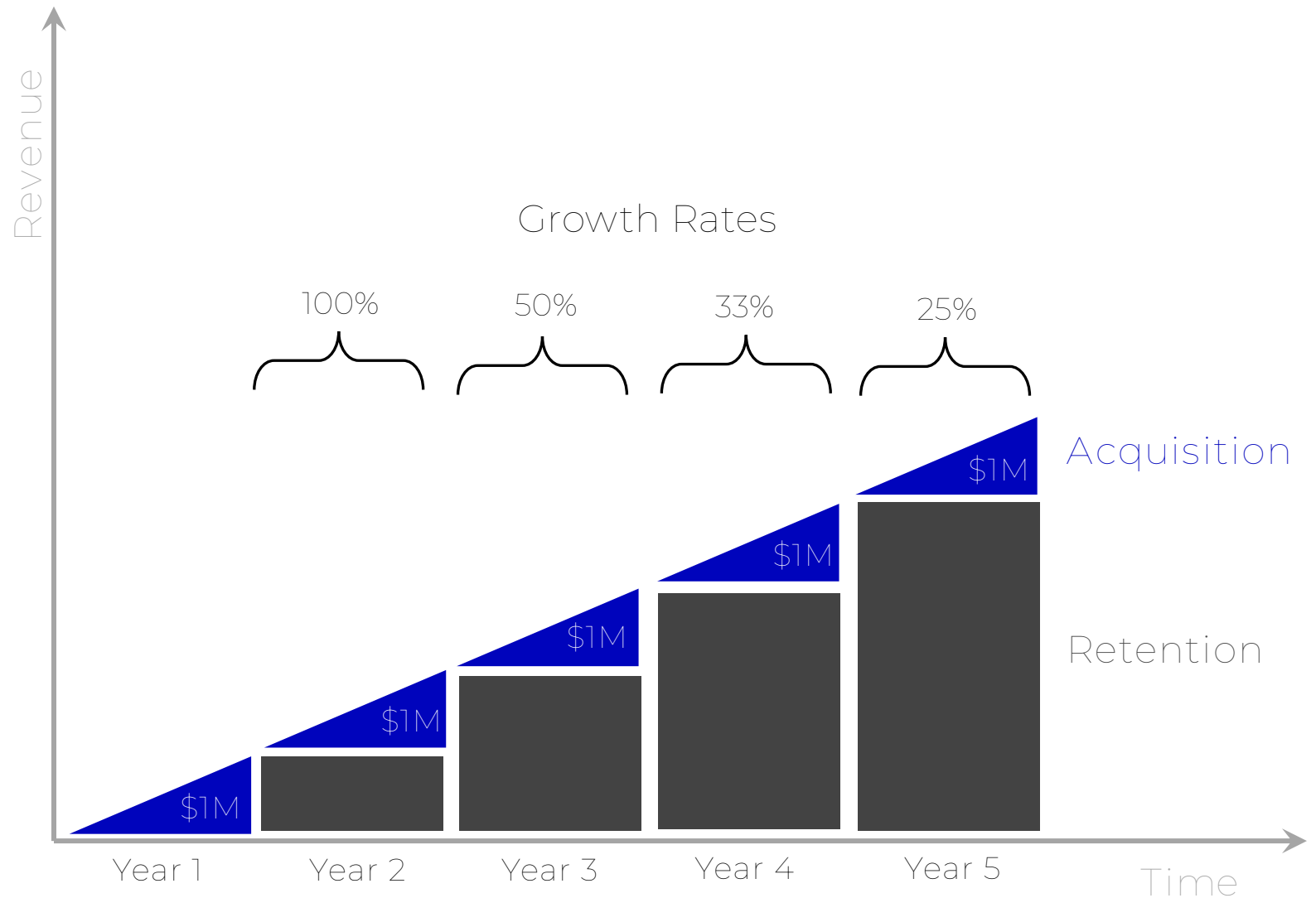


- Go Beyond Initial Sale
- Prioritize What Matters
- Build Strategic GTM Motions

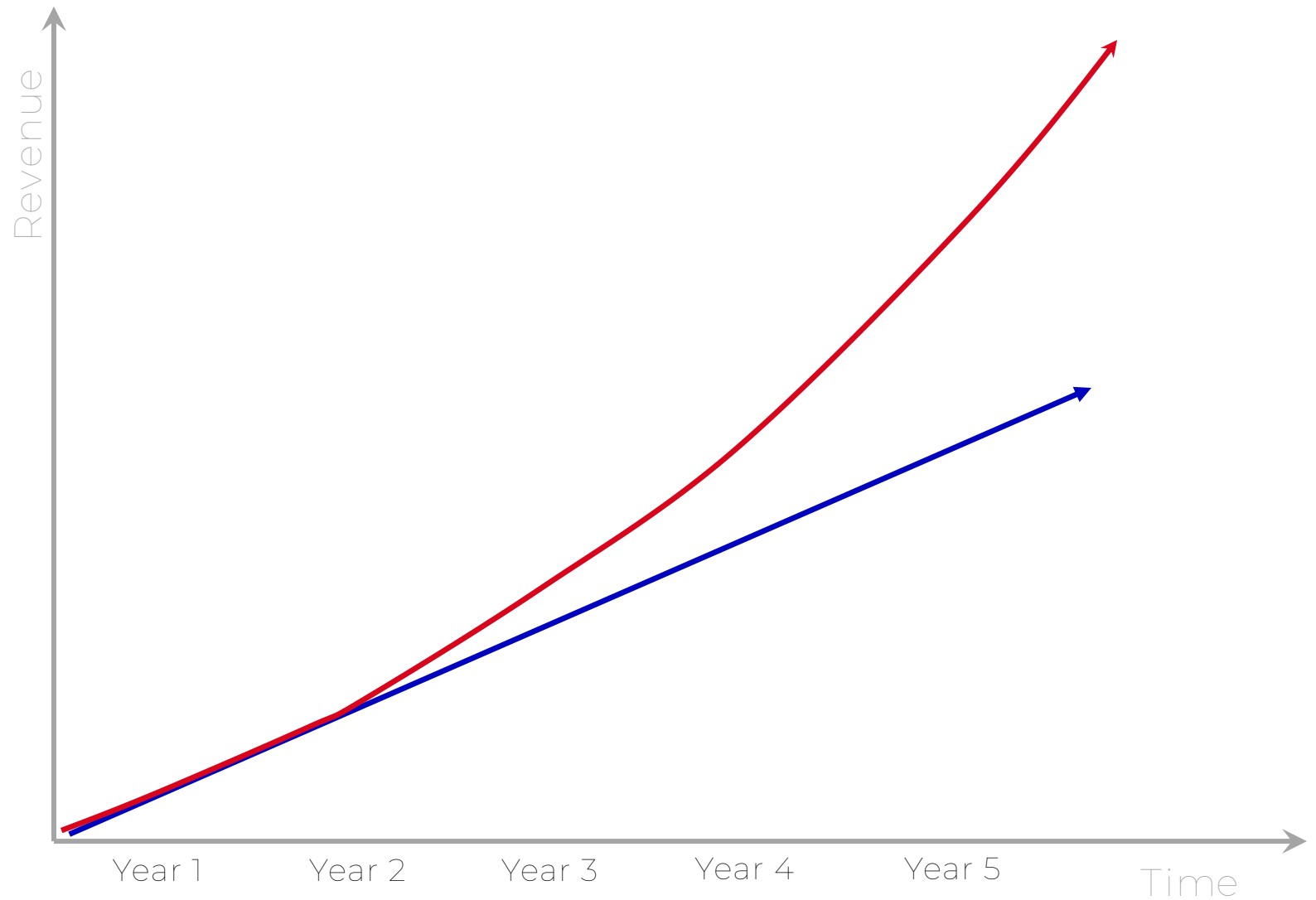
Revenue Comes from Impact



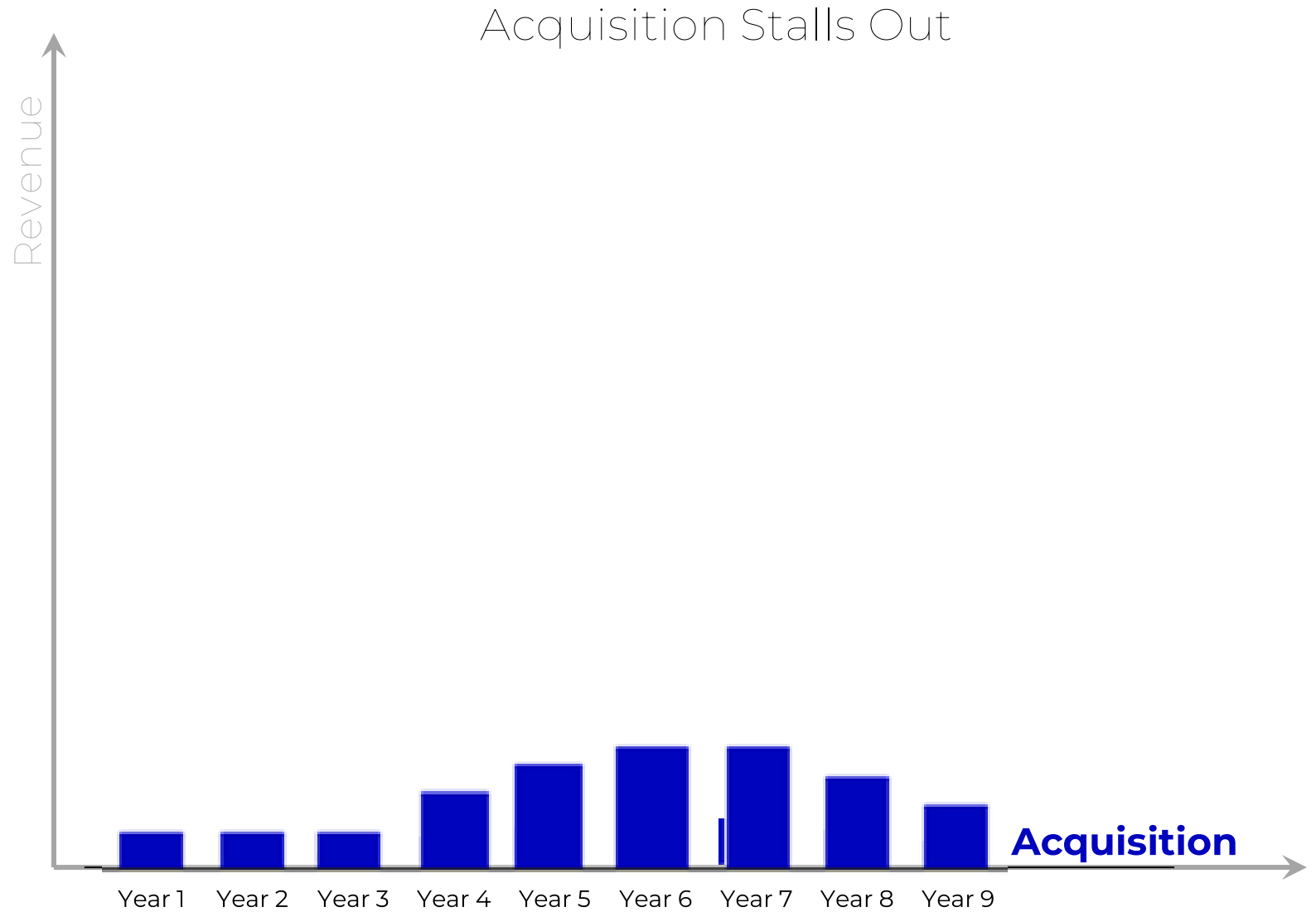
Growth Rate drops by 75% with same sales for 4 years



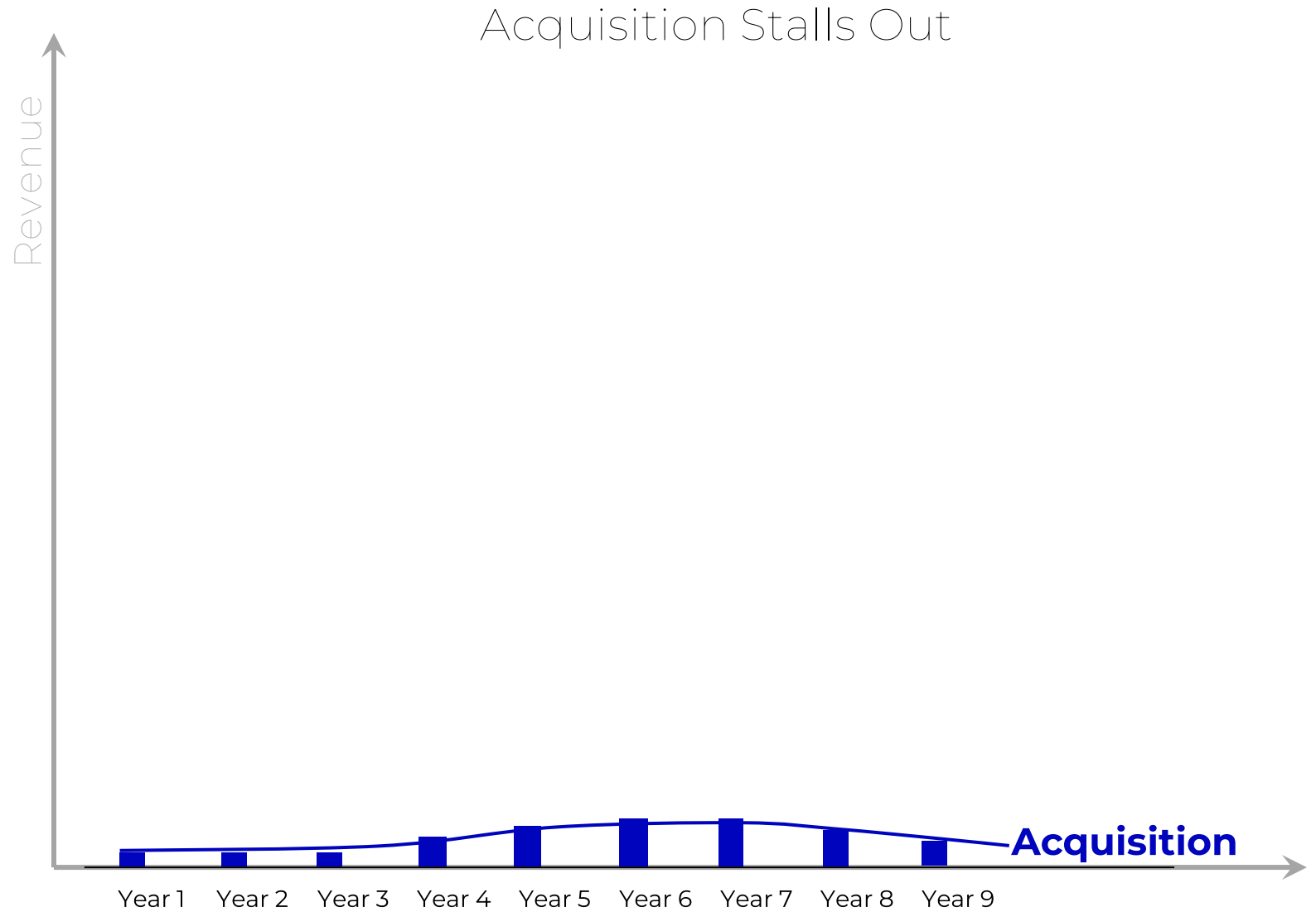
How to get EXPONENTIAL Curve?



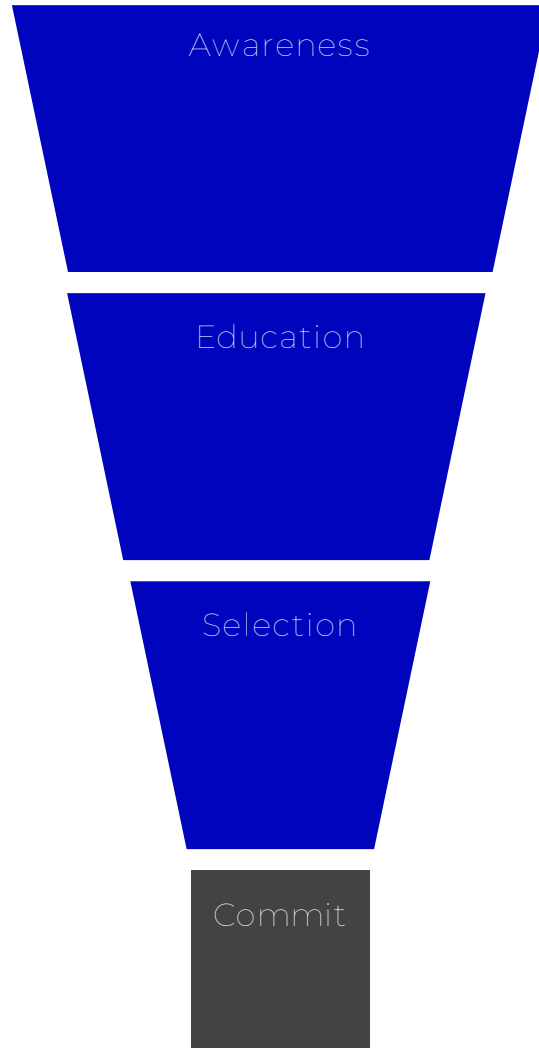
Acquisition Revenue Stalls Out



Acquisition Revenue Stalls Out

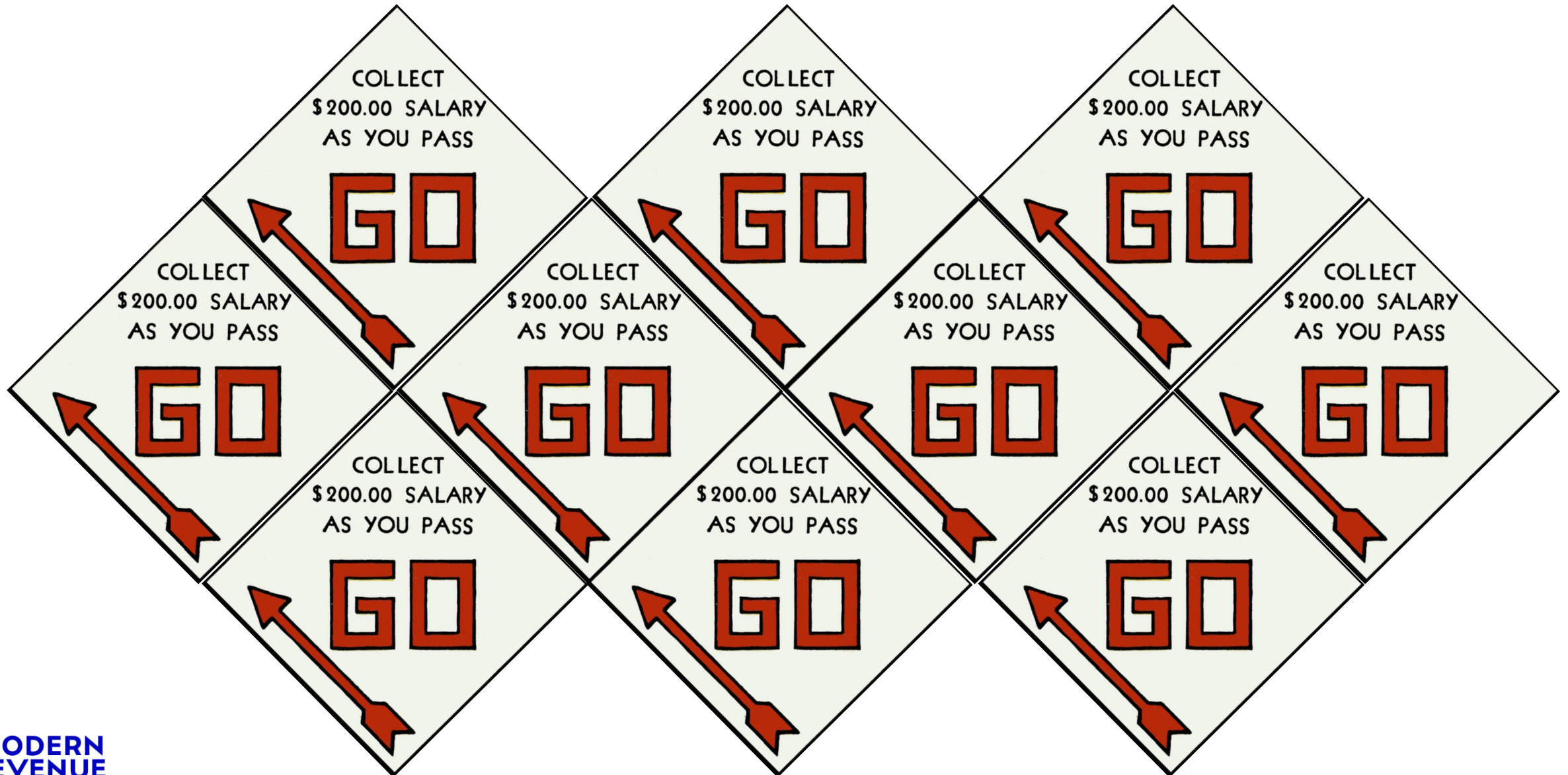


The “Sales Funnel” is Broken

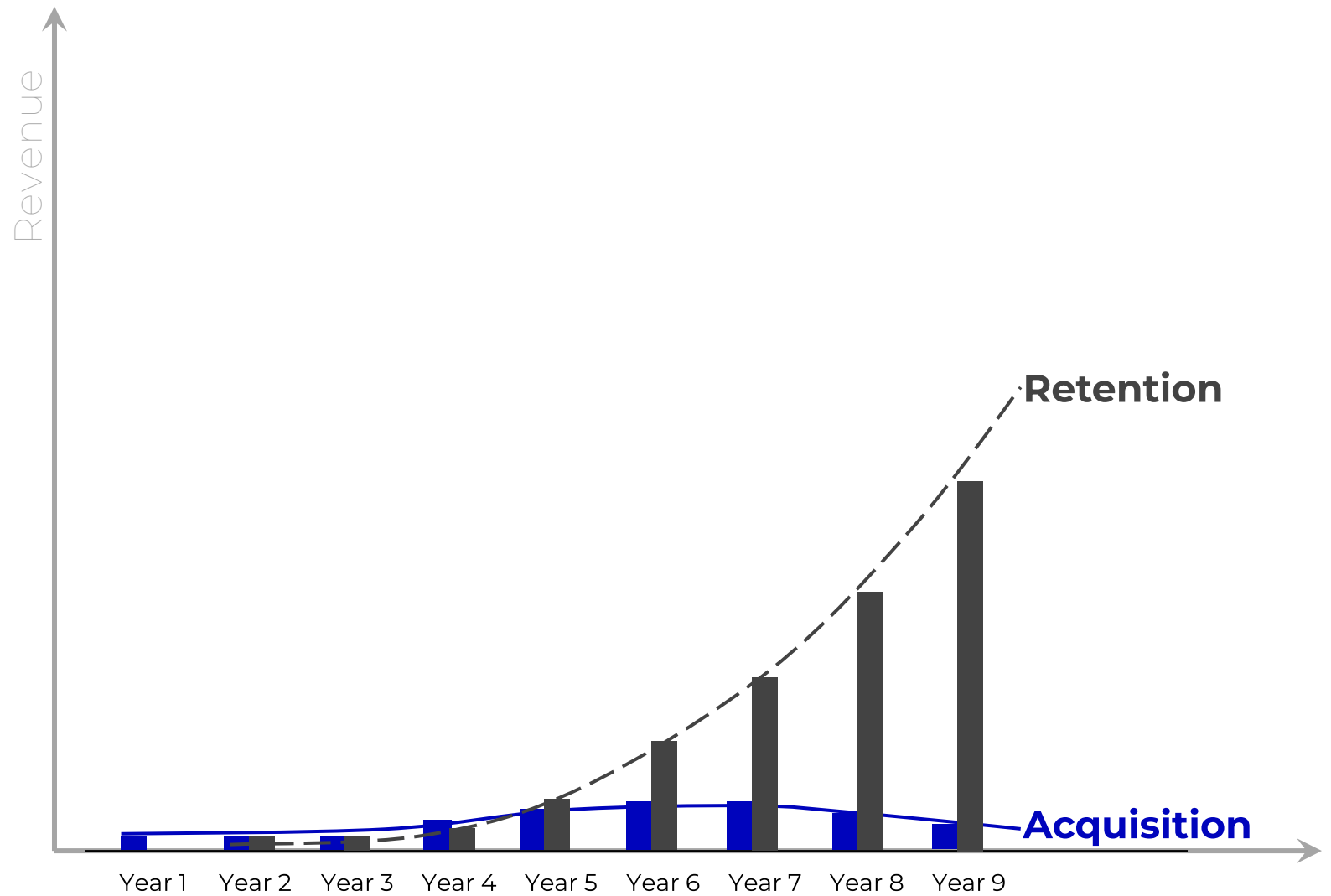


Focusing Only on
Acquisition
is
NOT
Sustainable
Or
Scalable

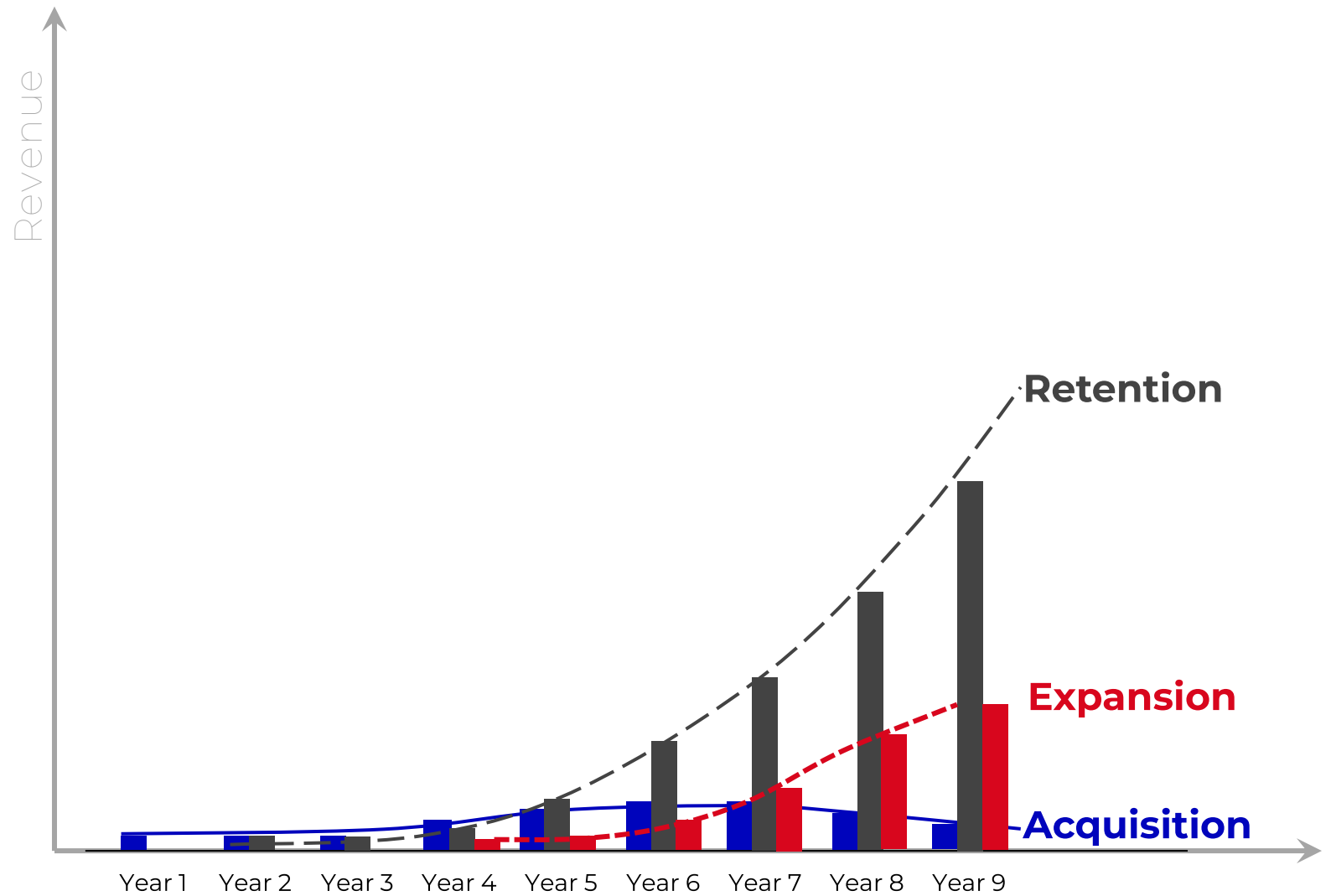
Recurring Revenue comes from *Recurring* Impact



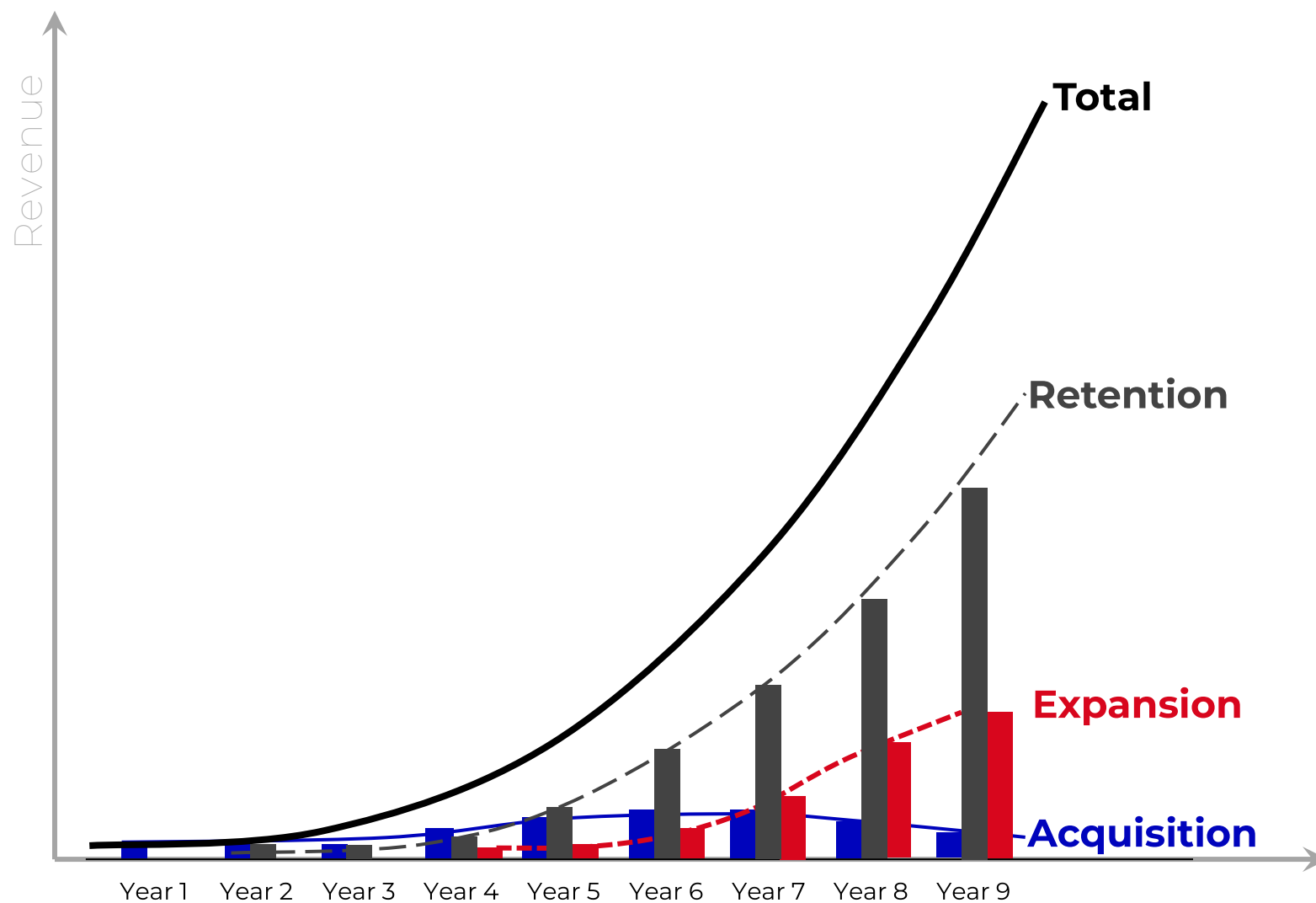
Retention Revenue Continues to Grow



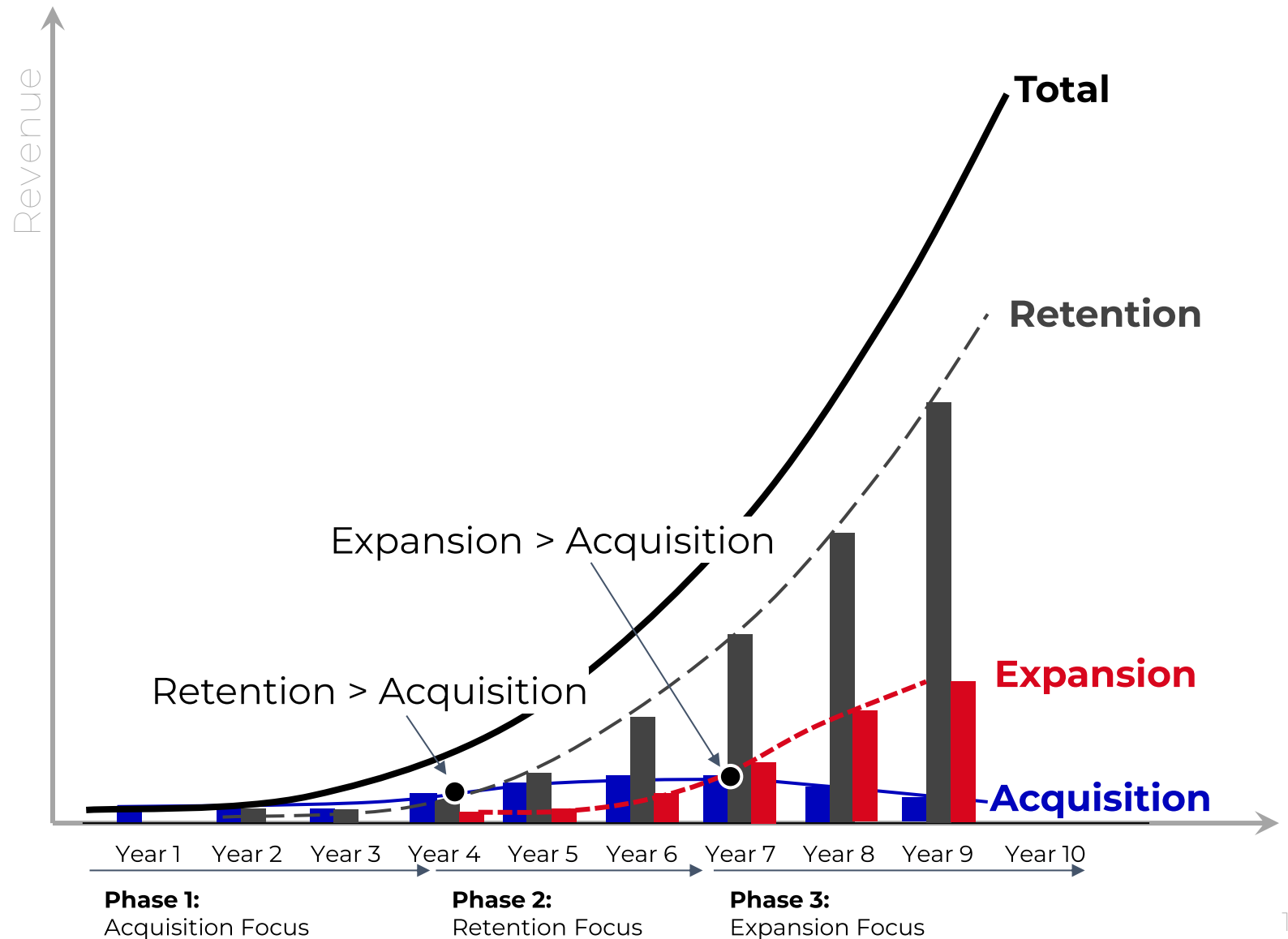
Expansion Revenue Compounds



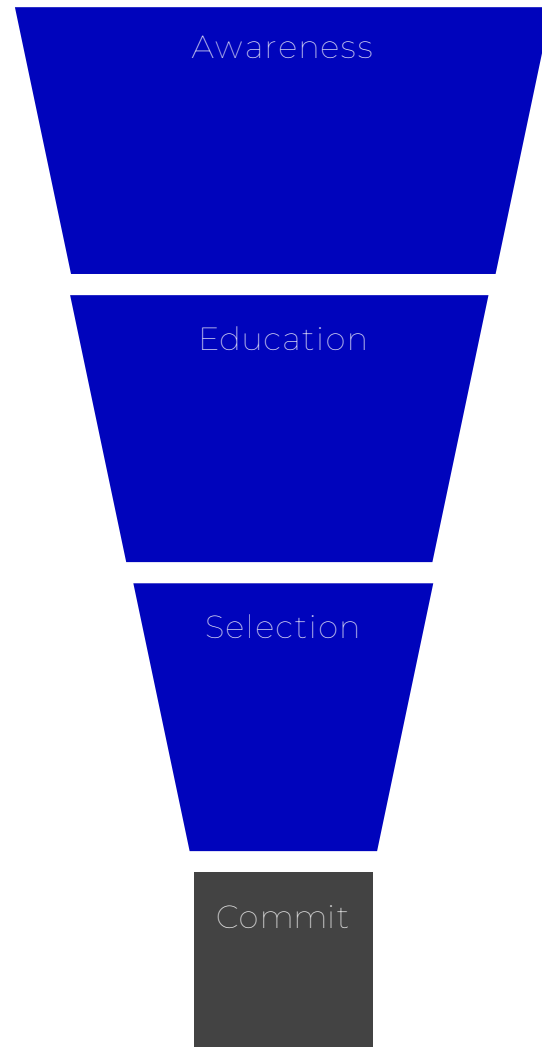
Total Revenue Delivers Exponential Curve



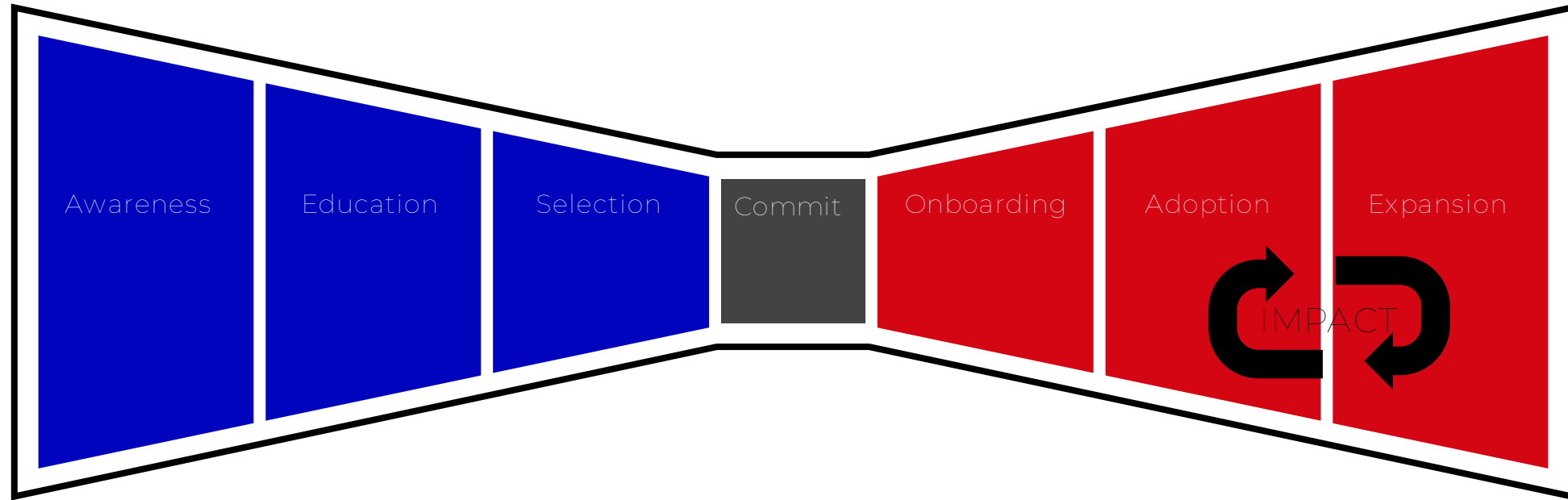
Acquisition is Smallest Component



Go Beyond the “Sales Funnel”

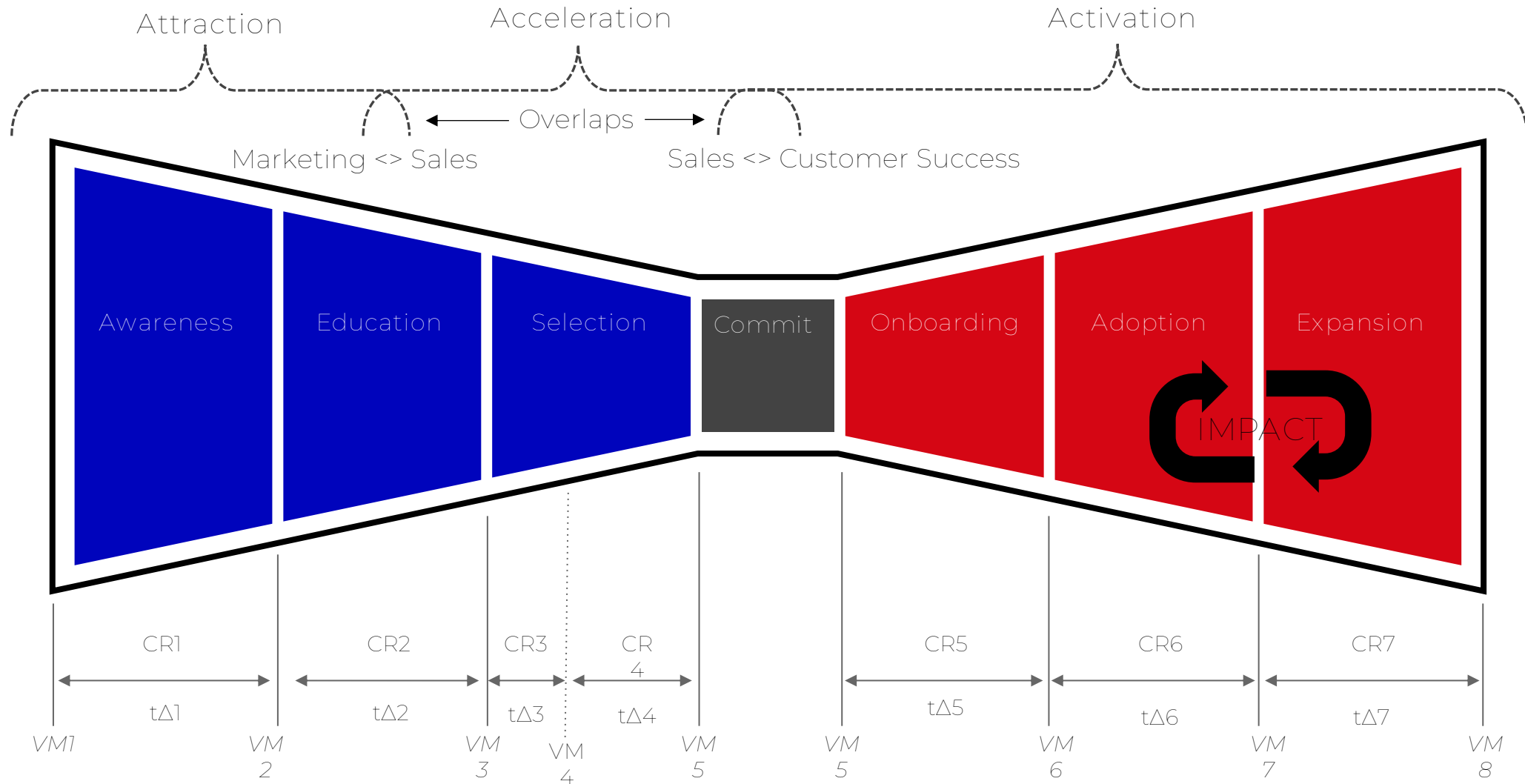


Align Against Recurring Impact



Move Beyond the First Sale

Detailed KPIs for Insight and Focus



VM= Volumetrics;

CR = Conversion Rate;

$t\Delta$ = Time Delta

3 Interconnected Revenue Systems

Attraction Systems™

Attract the *Right* Prospects Efficiently

Improve Pipeline Quality and Velocity through better messaging and delivery in the market

From anonymous strangers to named prospects

Acceleration Systems™

Accelerate *Better* Opportunities through the Sales Pipeline

Improve speed and size of deals won through better integration and execution

From named prospects to initial signed contract

Activation Systems™

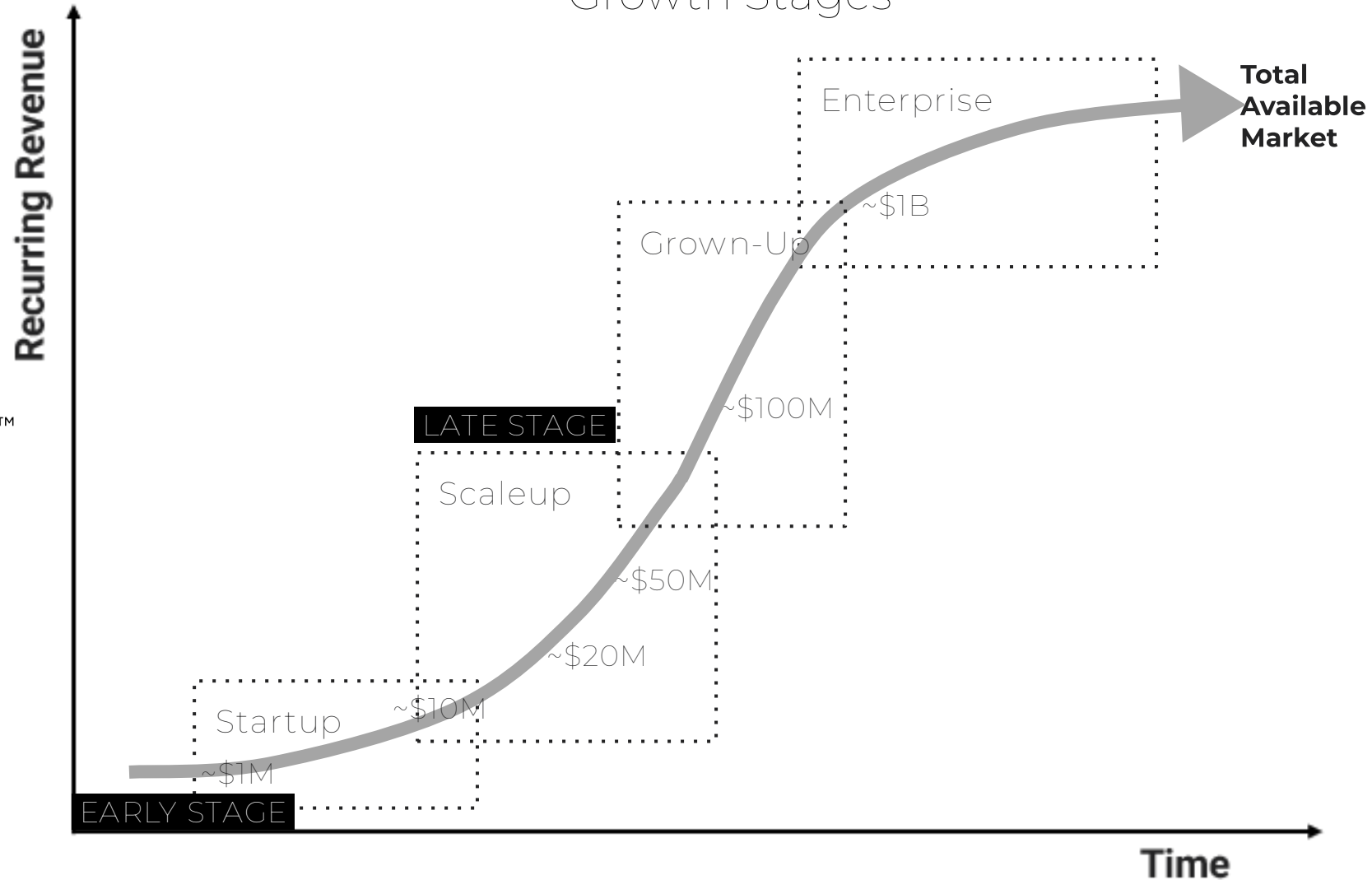
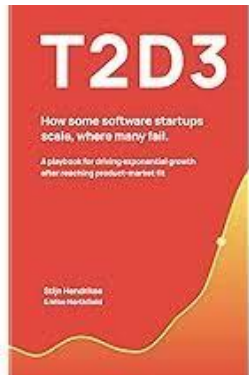
Activate Clients for *Faster* Renewals, *Larger* Upsells, and *More* Referrals

Improve revenue and impact from existing customers through better systems and processes

From initial signed contract to Tier 1 customer and marketplace evangelist

How Modern Companies Grow

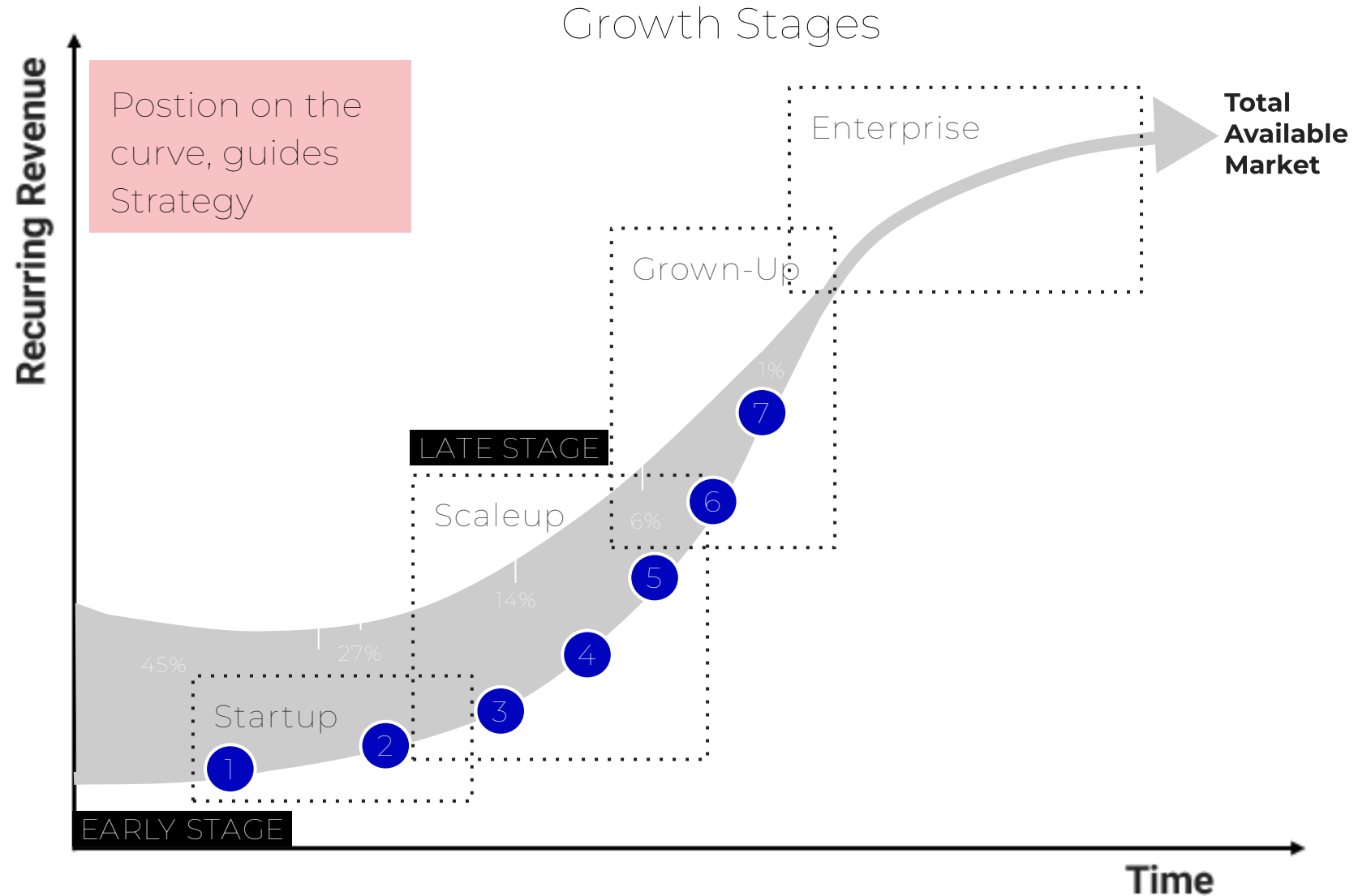
“T2D3” coined by Neeraj Agrawal
at Battery Ventures built from
research on hundreds of companies



Breakpoints Guiding Strategy for Growth

Predictable Phases

- 1 <\$1M
- 2 ~\$1M
- 3 ~\$10M
- 4 ~\$20M
- 5 ~\$50M
- 6 ~\$100M
- 7 \$100M +



Each Phase has known Challenges and Solutions

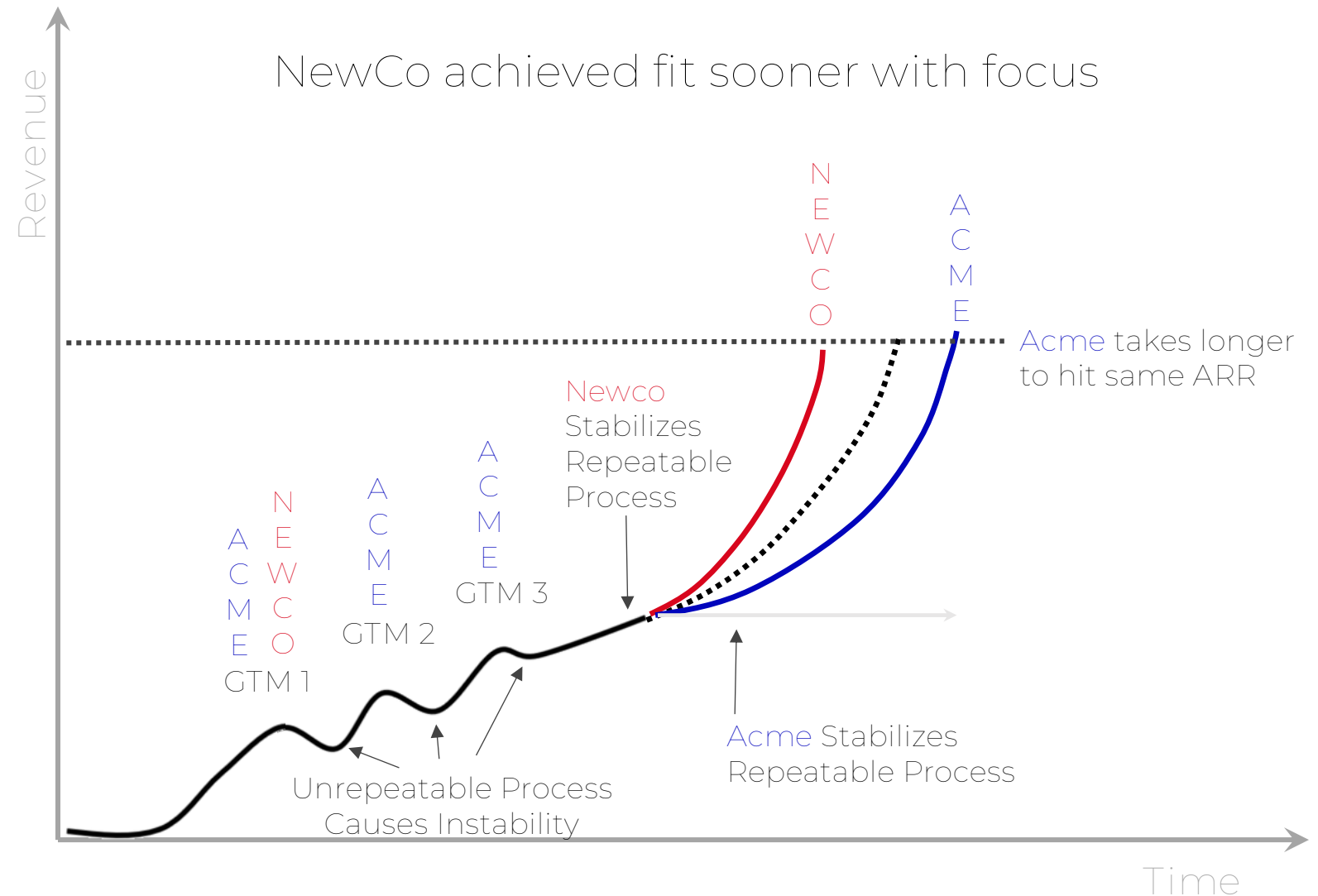
Map of what needs to be done at each Phase to successfully move up

	< \$1M	~\$1M	~\$10M	~\$20M	~\$50M	~\$100M	\$100M+
Strategic Objectives that MUST be accomplished	Pricing & Packaging	Data Model	GTM Model	GTM Fit	Category Shaping	Category Expansion	Ecosystem Leadership
Best Practices for Success	Foundational Insights	Enhanced Market Insights	Retention Surpasses Acquisition	Expansion Surpasses Acquisition	Expanding Niches & Services	M&A, JV	Productivity
Mandatory Growth Systems	Founder Led Acquisition	Attraction & Acceleration	Growth Formula	Repeatable Revenue Process	Market Intelligence	Sustainable Marketing	Durable Marketing
Example Key Scorecard Metrics	Deal Volume & Size	Pipeline Velocity	CAC Payback & CAC:LTV	Net Revenue Retention	Unit Economics	Productivity & Turnover	Inter-operability
Key Roles & Responsibilities	Founder & Operations	Revenue Leadership	Client Activation	Cross-Selling	Finance & Forecasting	Front Line Managers	Division Leaders

Repeatable Processes Drive Growth Faster

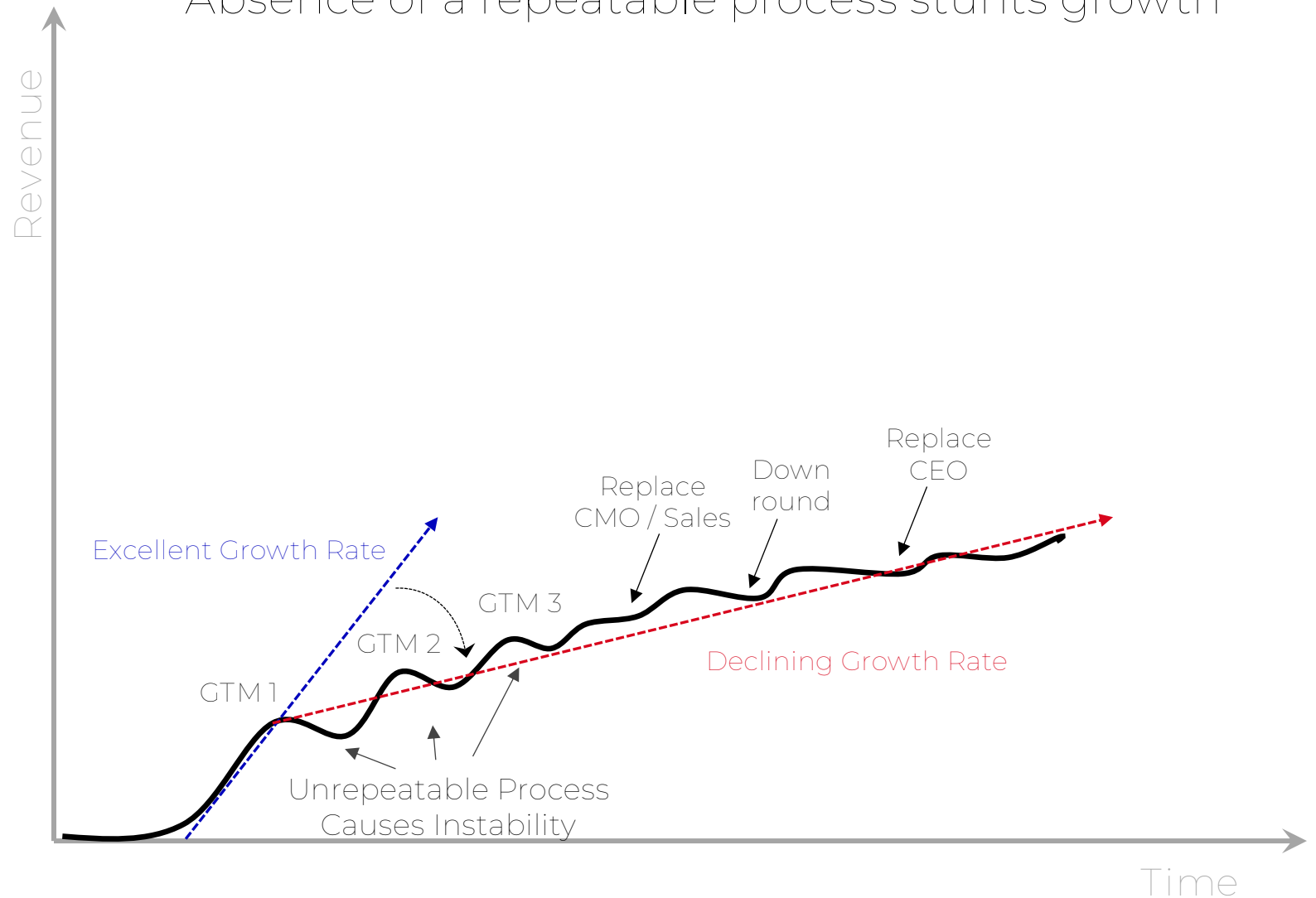
Acme delayed its growth by spreading resources

NewCo achieved fit sooner with focus



Lack of Focus Kills Growth Rate and Jobs

Absence of a repeatable process stunts growth

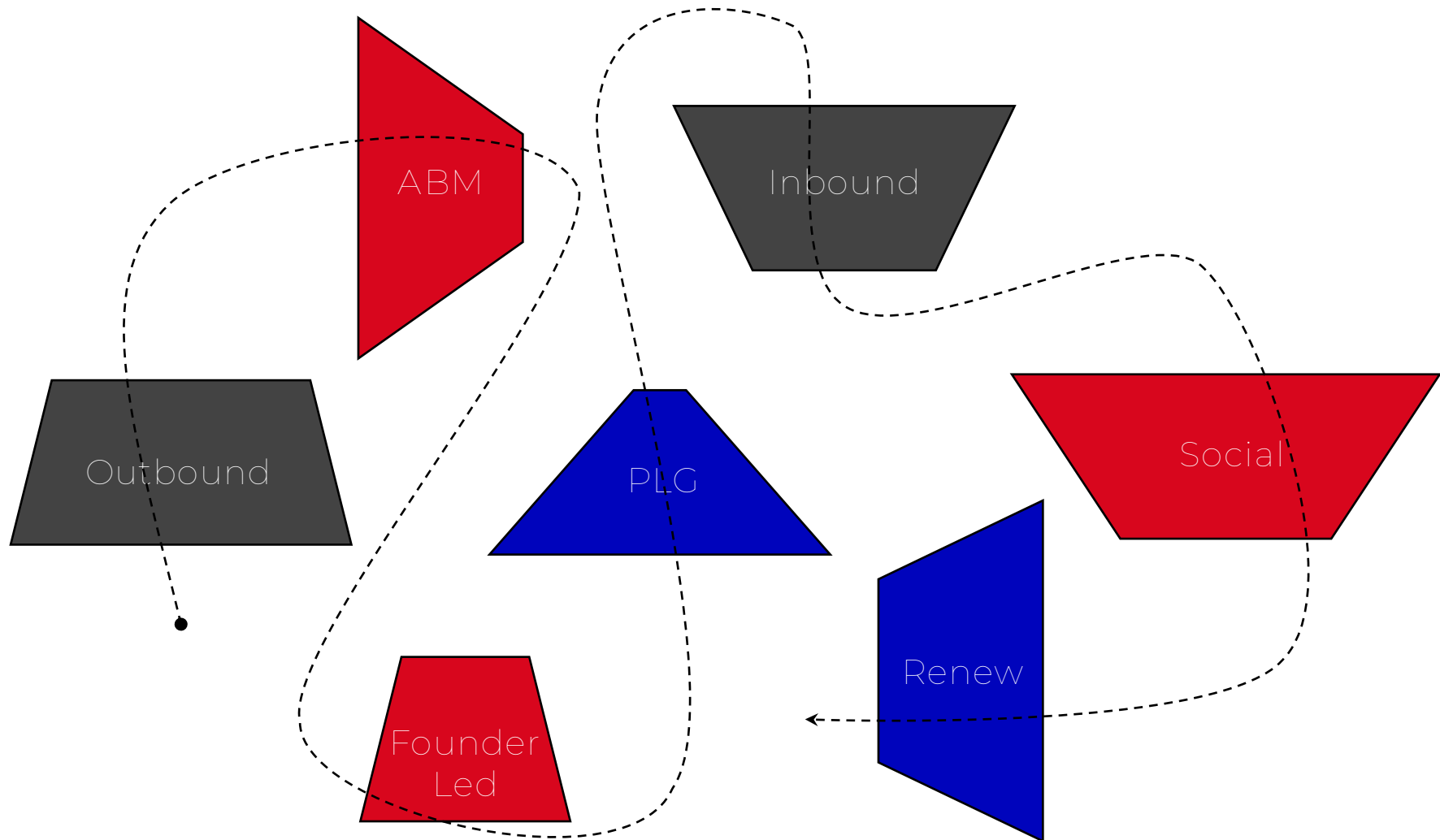


Every New GTM Action Is a Distraction

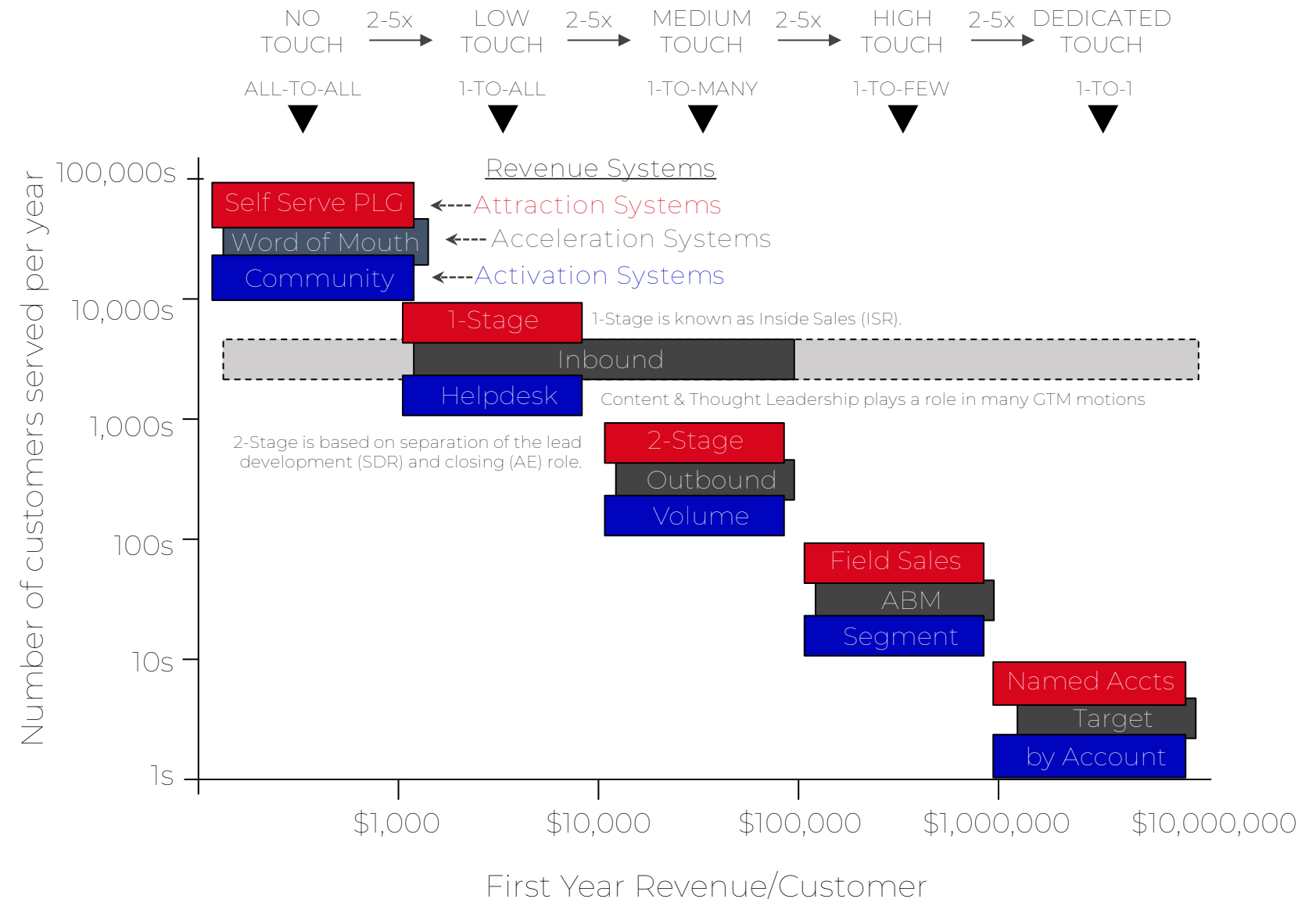


Distraction Kills the Customer Experience

Disconnected departments operating independently cause inefficiency and confusion for the team and customers



Pick Your GTM Based on Strategy





“Stressed to Death”

Internal Enemies

Shouting Matches

Uncertainty

“Failure”

Impossible Goals

Shifting Targets

No Support

“Your Happiest Place”

Responsive KPIs

Clear Priorities

Team Alignment

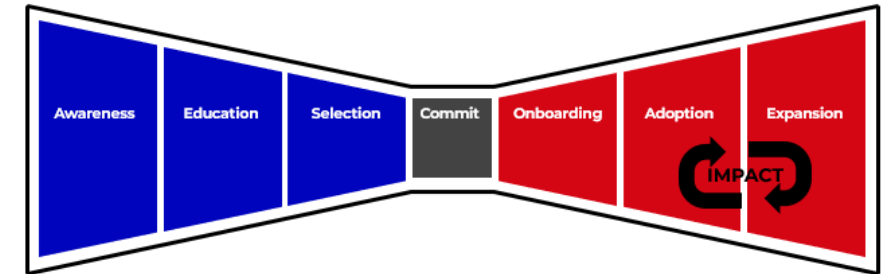
Accurate Forecasts

Collaborative Culture

Consistent Growth

How to Fix Your Funnel

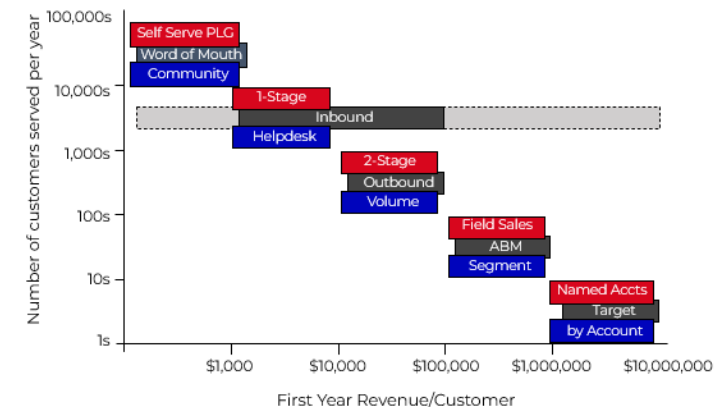
- Align on Recurring Impact



- Prioritize Right Problems

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- Build Strategic GTM

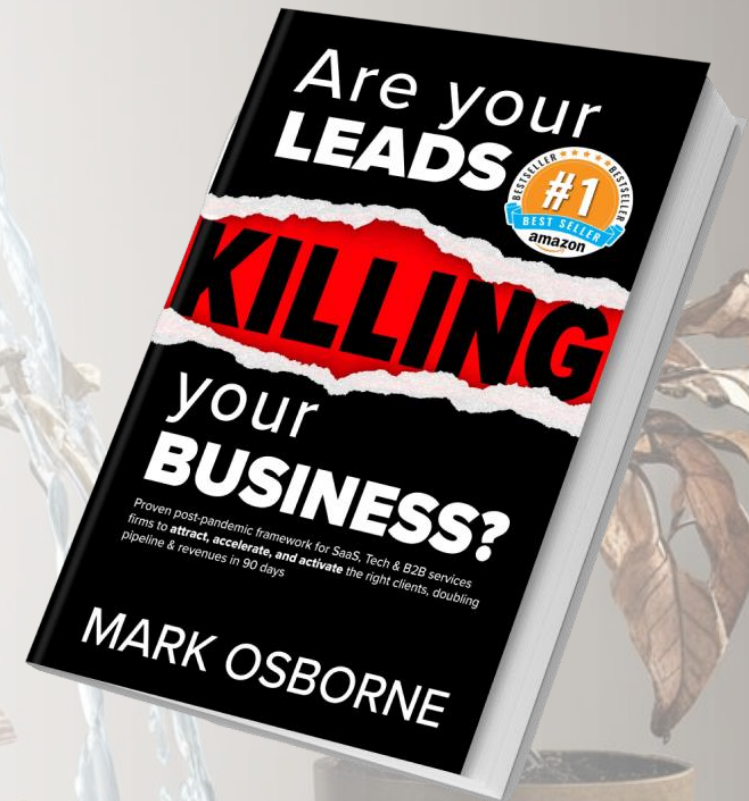


Discussion



Free Download

<https://ModernRevenueStrategies.com/FreeDownload>



MODERN REVENUE STR[▲]ATEGIES