



REVENUE  
GROWTH  
TEAM

Marketing, Sales, & Customer Success.

As One



# CEO 2021 Survey:

# Vistage International

- Biggest Pain Point: Growth
- According to the Vistage report, 80% of businesses witnessed a reduction in revenue during the pandemic. This was a direct result of customers shutting down or postponing non-essential purchases. Now these businesses are trying to *jump-start the growth engine* by creating new demand, rebuilding opportunity pipelines and capturing additional revenue from existing customers.
- Fractional Leadership in the acquisition, retention and expansion of revenue streams can help by providing guidance on new growth strategies and adapting to new customer behaviors.

# CEO 2021 Survey:

## Gartner

- CEOs look to new markets for growth opportunities
- Sixty percent of CEOs expect their firm's revenue to be back to 2019 levels by the end of 2021, and another 30% expect resurgence by 2022. Only 10% think they will need longer to recover.
- More than half of respondents are backing up that optimism by naming *growth as a top three business priority*. Fewer CEOs than last year, however, expect new opportunities to come through old mechanisms, like simple, incremental sales revenue growth.

The 2021 Gartner CEO Survey captured responses from 465 business leaders from more than 30 countries. Conducted annually for more than 10 years, the CEO survey examines the business attitudes and priorities that are top of mind for business leaders.

# How Does Your Revenue Grow?

Your messages resonate with buyers. You solve business problems

You have a strategic plan to drive prospects into your pipeline

- Inbound via paid media and SEO
- Outbound via data sources and robust outreach

You have a top-notch sales process

- Proper CRM utilization
- Best-in-class cadence plan (velocity, frequency, steps, message)

You have a robust customer success plan

- An ideal process to enable, support and nurture customers
- Maximize lifetime value after purchase

You utilize data and analytics to optimize growth campaigns

# Shouldn't There Be a Consultancy That Manages All of This?



MARKETING



SALES



CUSTOMER  
SUCCESS

**Oh Wait. There is Now.**



GREVENUE  
GROWTH  
TEAM

A proven team of Fractional Marketing, Sales, and Customer Success Officers, working together **as one**, to *drive revenue growth faster, and more effectively*

# What Our Role Is

## No Marketing or Sales or Customer Leadership?

- We'll manage and execute lead generation, sales process, and retention programs, at a fraction of the cost of hiring full-time

## Junior Level Team?

- We'll work with them, mentor them, and become an integral part of your team.
- We'll act as a conduit between the internal team and senior leadership



## Who We Are

- *Experienced*
- *Proven*
- *Collaborative*
- *Knowledgeable*
- *Tech-savvy*
- *ROI-focused*
- *Flexible*
- *Helpful*

# We Exist Because

Revenue grows when marketing & sales align, collaborate, and share learnings

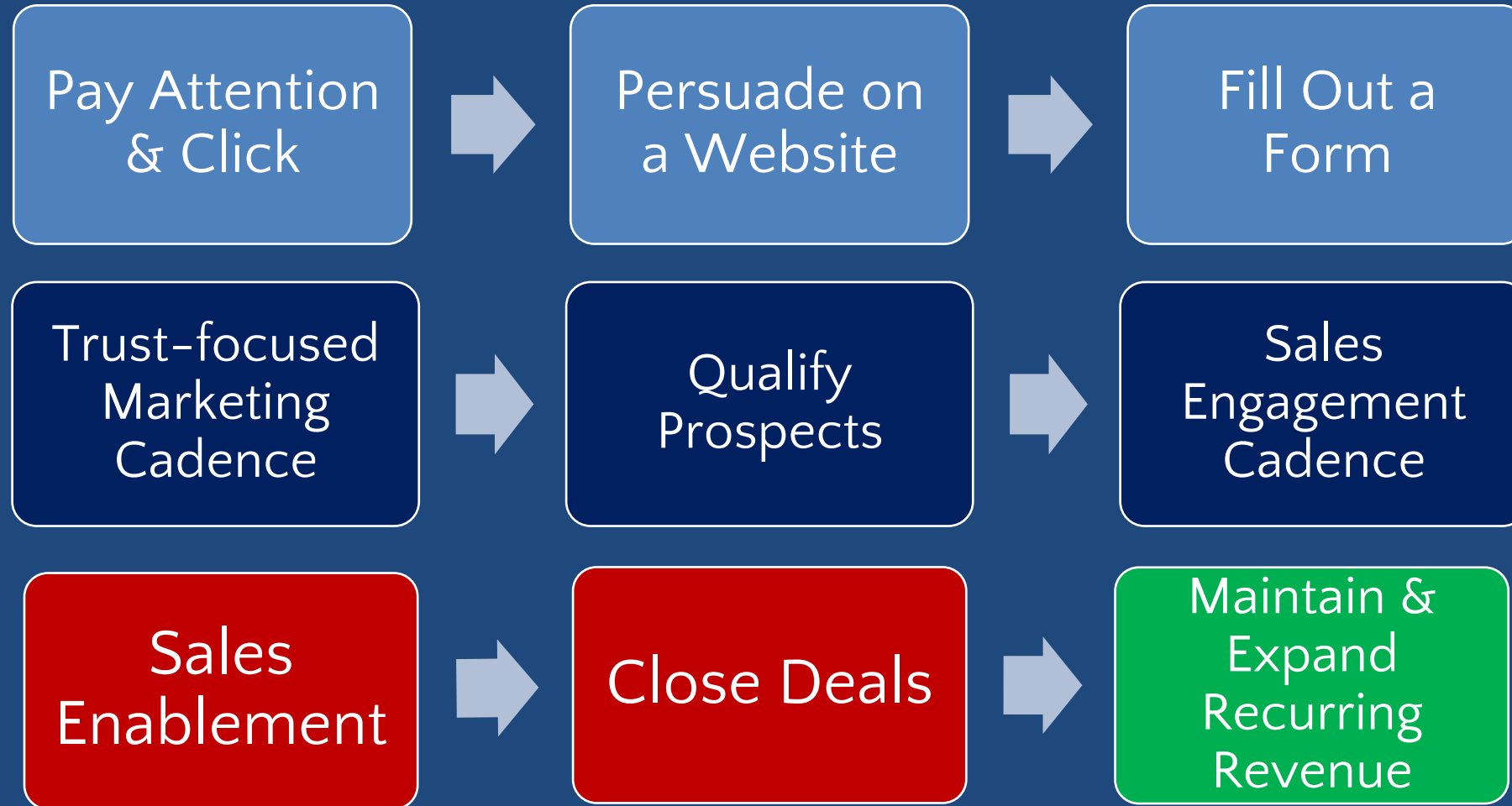
We understand it's not about leads; it's not about deals; it's really about short and long-term business growth

We save time and budget when our Fractional team gets hired as a group, versus individual consultancies, which typically focus on their own agenda versus your overall goals, as Your Revenue Growth Team

## Who We Help

- ***B2B Services & Products***
  - *Get on the short list, & shorten the buying cycle*
- ***SaaS & IT***
  - *Increase MRR & reduce churn*
- ***Manufacturing***
  - *Drive more quotes; close more sales*

# We Optimize the Buyers' Journey



# We Manage the Entire Sales Funnel

Funnel	Approach	Stage
TOFU (Top of the Funnel): Awareness	Educational and problem-solving content	Leads
MOFU (Middle of the Funnel): Consideration	Prospects researching solutions. Provide value	Prospects
BOFU: (Bottom of the Funnel): Decision	Prospects qualified. Build trust & share proof	Opportunities
Sale!		Customers!

# Revenue Management Approach

Among all we manage, implement, and optimize, from click to close, and after.....

# Step 1

Where you are today and where you wish to be



Included is a deep dive into your pipeline metrics; to set the stage for growth, with our unique ROI calculators

### SaaS KPIs

CATEGORY	LINE ITEM	BASE
INQUIRIES	Traffic Increase	0.0%
	Monthly Website Visitors	0
	Website Conversion Rate /Trials/	0.0%
	Website Conversion Rate /Buyers	0.0%
CUSTOMERS	Monthly Trials	0
	Monthly Buyers	0
	Trial to Buyer Conversion Rate	0.0%
	Total Net New Monthly Buyers	0
	Cost Per Acquisition	\$0
	Total Current Customers	0
	Total All New & Current Customers	0
	Pct Customers Lost Each Month	0%
	Monthly Customers Lost	0
	Net Avg Monthly Customers	0
Growth Rate vs Last Month	#DIV/0!	
MRR	Avg. MRR Per Customer	\$0
	Total MRR Current Customers	\$0
	Lost Revenue from Churn	\$0
	Total Gross MRR	\$0
	Margin Pct	0%
	Total Net MRR	\$0
	Net MRR per Customer	#DIV/0!
	Avg MRR per Net New	#DIV/0!
LIFETIME VALUE	CLV Per Customer (net MRR x periods)	\$0
	Total Monthly New Customer MRR with CLV	\$0
SPEND	Marketing/Advertising Costs	\$0
	Sales Costs	\$0
	Management Fees	\$0
	Total Costs	\$0
ROI	Monthly ROI based on New Customers with CLV	#DIV/0!

### General B2B KPIs

CATEGORY	LINE ITEM	BASE
WEB INQUIRIES	Traffic Increase	0.0%
	Website Visitors	0
	Website Conversion Rate	0.0%
	Website Inquiries	0
LP INQUIRIES	Landing page visitors	0
	Landing page conversion Rate	0.0%
TOTAL INQUIRIES	LP Inquiries	0
	TOTAL	0
LEADS	Inquiry/ MQL	0%
	MQL (Fits target)	0
OPPORTUNITIES	MQL/SQL Rate	0%
	SQL (Qualified for proposal)	0
WINS	SQL/Win Rate	0%
	Customers/Acquisitions	0
	Cost Per Acquisition	#DIV/0!
	Avg. Revenue Per Customer	\$0
REVENUES	Total Gross Revenue	\$0
	COGS (Cost of product, operations,	0%
	Total Net Revenue	\$0
LIFETIME VALUE	Net Revenue Per Customer	#DIV/0!
	Average Retention Time	0
	CLV Revenue	\$0
SPEND	Total LV Per Customer	#DIV/0!
	Marketing/Advertising Costs	\$0
	Sales Costs	\$0
	Management Fees	\$0
ROI	Total CA Costs	\$0
	ROI based on CLV revenue	#DIV/0!



Once we have known metrics, we will show you scenarios on what occurs when conversion and win rates increase, regarding revenue and ROI outcomes

### SaaS

SCENARIO	SCENARIO 1	SCENARIO 2	SCENARIO 3
Traffic Increase Goal	0.00%	0.00%	0.00%
Trial Conversion Rate Increase Goal	0.00%	0.00%	0.00%
Buyer Conversion Rate Increase Goal	0.00%	0.00%	0.00%
Trial to Buyer Conversion Rate Increase	0.00%	0.00%	0.00%
Reduce Churn Rate	0.00%	0.00%	0.00%

### General B2B

SCENARIO	SCENARIO 1	SCENARIO 2	SCENARIO 3
Traffic Increase Goal	0.00%	0.00%	0.00%
Website Conversion Rate Increase Goal	0.00%	0.00%	0.00%
Landing Page Conversion Rate Increase Goal	0.00%	0.00%	0.00%
MQL/SQL Increase Goal	0.00%	0.00%	0.00%
SQL/Win Rate Increase Goal	0.00%	0.00%	0.00%
Increase Retention Rate	0.00%	0.00%	0.00%

# Step 2

## Marketing

Planning

Prospect Engagement

Conversion

Lead Management

Media

Buyer Personas

Website Messaging

Proof & Trust

Marketing Automation

SEO/ Paid Search

Content Mapping

Site Design & UX

A/B Testing

Triggers to Sales

Social Media

Unique Value Prop

Optimized Forms

Promotional Strategy

Email Cadence

Digital Campaigns

How to drive quality leads into your pipeline

# Step 3

How to close more deals & generate revenue



# Step 4

How to  
increase  
retention  
and  
lessen  
churn



# Step 5

Measure,  
Test,  
Optimize,  
Grow



# Our Fractional Organization

## Marketing Team

- CMO for overall strategy
- Content Officers

## Sales Team

- CSO for B2B or IT/SaaS
- Sales Operations

## Retention Team

- Customer Success Officer

## Alliances

- Conversion Designers
- SEO Tacticians
- Sales Enablement
- Many Others as Needed



# Our Engagement Process

1. Meet with Founder and CMO Paul Mosenson & Chief Growth Officer Gary Morgan to discuss high-level needs and goals
2. Participate in discovery call with key Fractional team members to further ascertain needs and objectives. This will also include our exclusive client need survey
1. Each Officer prepares scope-of-work document explaining what each will do based on discovery. Then we will combine for one flat retainer fee each month
1. When approved, contracts are signed, then we get started with initial needs document and plan/timelines for each hired Fractional Officer's role

# Growth Awaits You







[www.revgrowthteam.com](http://www.revgrowthteam.com)

Email Founder Paul  
Mosenson

[paul@revgrowthteam.com](mailto:paul@revgrowthteam.com)

**Let's Get Started**