



techcxo.com

Accelerate Growth

Overview

Our Sales & Marketing practice partners have three primary objectives on behalf of our clients: Accelerate growth, increase profits and delight customers.

Purpose

TechCXO was founded on the idea that high potential companies can greatly benefit from proven executives who they otherwise may not be able to access due to cost, availability or because they do not necessarily need them full time. Our purpose is to provide the best executive talent available... on demand.

POV

Revenue production and growth are optimized by aligning Corporate, Product/Service, Marketing, Sales and Customer Success Strategies and Execution. Companies are struggling to systemically design and manage all go-to-market activities, end-to-end, that produce leads, pipeline, bookings, revenue, customer success and profitable growth and the information systems that support them.

Impact

TechCXO has helped accelerate results for more than 1,000 startups, middle market sized firms and the Global 1000. Our Sales & Marketing partners have assisted more than 3,000 sales leaders and professionals generate billions in incremental revenue and increase revenue performance by double digits through increased forecast accuracy, sales efficiency and higher competitive win ratios.

Growth Services

TechCXO has created an end-to-end Revenue Supply Chain system that determines -- from all available metrics -- which are the most important to create economic value. Our diagnostic processes create a high-level "opportunity calculator" that leads to more successful engagements.



Corporate Strategy: Includes defining, aligning and developing functional objectives; assessing markets and competition; identifying products and experiences; and defining value proposition and market positioning.



Marketing: Includes budget allocation; ad, communication and promotional plans; defined metrics; integrated omni-channel plans; every journey touchpoint to drive brand awareness and preference, increase demand, content/messaging strategies and execute go-to-market and loyalty plans.



Sales & Channels: Four stages, including (1) Quantify interest & opportunity; (2) Identify needs; sell value and business outcomes; (3) Define the ability to win; (4) Defeat competition, negotiate and close.



Customer Success: Includes onboard & deploying; adoption and growth; expand and upsell; measure realized value; and renew customers and turn them into advocates.

Experienced Strategy, Sales & Marketing Executives Deliver

- Diagnostics, Key Metrics, and Benchmarks
- Gap Analysis & Improvement Opportunities
- Strategy & Initiative Development
- Opportunity Quantification and Prioritization
- Execution and Leadership Support
- Measurement
- Predefined Services Deliverables
- Rapid Development of Net-New to Address Client Need

Economic Impact and Diagnostics (Inputs)

- Number of New Leads
- Number of Marketing Qualified Leads
- Number of Sales Accepted Leads
- Number of Qual. Pipeline Opportunities
- Velocity
- Net New Movement
- Aging
- Conversion Rates to Close
- Training and Adoption
- Utilization Monitor
- Quantitative Achievement of Objectives
- Retention / Churn
- Expansion
- Advocacy



- Bookings
- Revenue
- Annual Recurring Revenue
- ARR Growth and Rate and Revenue Growth and Rate
- Gross Product Margin
- EBITDA
- Incremental Enterprise Value Creation

Corporate Strategy

- Health Check / Diagnostic for End to End Systemic Revenue Generation
- Corporate Strategy and Planning for Markets, Products, Marketing, and Sales
- Define, Segment, Quantify, and Prioritize Target Markets
- Identify, Quantify, Prioritize Target Markets
- Identify Target Accounts and Titles
- Assessments for Revenue Creation Roles
- Buyer Persona Workshops
- Organization Design for Revenue Maximization Workshop
- Competitor Analysis and Research

Marketing

- Interim & Fractional CMO Services
- Marketing Strategy Workshop
- Comprehensive Marketing & Resource Plan
- Marketing Metrics, Contribution, Revenue Attribution, and Return
- Marketing Assisted Sales Strategies & Campaigns
- Demand Generation Strategy, Planning & Workshop
- Voice of the Buyer Research
- Buyer Persona & Solution Messaging Workshop
- Buyer - Seller Aligned Content and Content Marketing Strategy & Workshop
- Paid Media and SEO Strategy & Workshop
- Social Marketing, Blog, Vlog, Advocacy, and Remarketing Strategy & Workshop
- Account Based Marketing Strategy & Workshop
- Field Marketing Strategy & Workshop
- Go-to-Market Strategy and Workshop
- Existing Customer Lifecycle Assessment & Strategy
- Marketing Automation, Operations, & Analytics

Sales & Channels

- Deal Sourcing Strategy and Workshop
- Sales Strategy and Planning
- Sales Skills, Competency, Structure, and Budget Review
- Buyer-aligned Sales Process Assessment
- Sales Compensation and Rewards
- Sales Territory Assessment & Plan
- Pipeline Management, Analytics, & Forecasting Accuracy
- Sales Training and Enablement Assessment, Strategy, Design & Development
- Channel Program, Activation, and Enablement Strategy Workshop
- Social Engagement and Selling Strategy, Workshop, and Training
- Win-Loss Reviews & Analysis
- Online Buying Experience Benchmarking Study
- Sales Automation, Operations, Metrics, and Analytics

Customer Success

- Customer Success Strategies and Workshop
- Customer Value Measurement and Analysis
- Customer Success Process, Metrics
- Customer Satisfaction Measurement and Management
- Churn / Retention Metrics and Management
- Expansion and Cross Sell Strategies & Workshop
- Account Planning and Management Workshop
- QBR and Renewal Strategies and Tactics
- Customer Success Automation, Operations & Analytics