

FOCAL POINT |

100

Concerns of the

Chief Revenue
Officer

CRO

+ helpful, proven
**operational &
organizational**
support elements

Turning Organizational Energy Into
Results That Matter

1

Revenue Growth Strategy

Developing and executing strategies to drive revenue growth is the primary focus of CROs. This includes setting targets, identifying growth opportunities, and aligning sales, marketing, and product strategies to maximize revenue generation.

Support Elements

- Revenue Growth Strategies
- EBITDA Contribution Models
- Pricing, Portfolio, and SKU Strategy
- Lead-to-Revenue Management
- Voice of the Customer Program
- New Products & Services Think Tanks
- Digital Marketing Capabilities

2

Sales Performance Optimization

CROs are concerned with optimizing performance across all channels, territories, and customer segments. This involves improving processes, enhancing sales training & coaching, and implementing technology to increase productivity and effectiveness.

Support Elements

- Sales Time & Territory Tools
- Sales & Marketing Playbooks
- Sales Process Optimization
- Internal & External Benchmarking
- Sales Archetypes
- Voice of the Customer Program
- Sales Coaching & Training Team
- Sales Knowledge Management

3

Customer Acquisition and Retention

Acquiring and retaining customers is essential for sustainable revenue growth. CROs focus on developing customer acquisition strategies, improving customer retention programs, and enhancing the overall customer experience to drive long-term revenue growth.

Support Elements

- Customer Relationship Management
- Customer Acquisition Accelerators
- Voice of the Customer Program
- Customer Journey Mapping
- Customer Rewards Program
- Customer Experience Enrichment
- Knowledge Management System

4

Sales Enablement and Productivity

CROs invest in sales enablement initiatives to empower sales teams with the tools, resources, and training they need to sell more effectively. This includes providing access to sales content, training programs, and sales technology platforms to increase productivity and drive results.

Support Elements

- Sales & Marketing Technology Training
- Sales Funnel Dashboards
- Sales Engagement Training
- Sales & Marketing Collateral Repository
- Digital Transformation
- Sales Enablement Resource Team
- Sales Process Optimization

5

Data-Driven Decision-Making

Leveraging data and analytics is crucial for CROs to make informed decisions and optimize sales performance. This involves analyzing sales data, customer insights, and market trends to identify opportunities, mitigate risks, and drive revenue growth.

Support Elements

- Integrated Digital Marketing
- Sales & Marketing Decision Science Team
- Internal and External Benchmarking
- Voice of the Customer Program
- CRM/ Social Media /Sales Funnel/ Marketing Automation Tools

6

Go-to-Market Strategy

Developing and executing an effective go-to-market strategy is essential for CROs to successfully launch new products, enter new markets, and capitalize on emerging opportunities. This involves aligning sales, marketing, and product teams to drive revenue growth and market expansion.

Support Elements

- New Products & Services Think Tanks
- Joint Venture and Partnership Development Program
- Dashboards & Trend Analysis
- Sales & Marketing Playbooks
- Continuous Improvement Teams
- Project Management Office
- Knowledge Management System

7

Customer Lifetime Value (CLV)

Maximizing customer lifetime value is a key concern for CROs, who focus on increasing customer loyalty, upselling and cross-selling opportunities, and reducing customer churn to drive long-term revenue growth and profitability.

Support Elements

- Customer & Supplier Surveys
- Cross-Selling and Upselling Training
- Customer Journey Mapping
- Dashboards & Trend Analysis
- Decision Science Team
- Order-to-Delivery Process Acceleration
- Voice of the Customer Program

8

Channel Partner Management

Managing channel partner relationships and optimizing channel partner programs is important for CROs who rely on indirect sales channels to drive revenue. This includes recruiting and onboarding new partners, providing training and support, and incentivizing partner performance.

Support Elements

- Joint Venture and Partnership Development
- Project Management Office
- Sales Incentives and Compensation Alignment
- Data Analytics & Decision Science Team
- Pricing, Portfolio & SKU Strategy
- Talent Management System

9

Revenue Forecasting and Planning

Accurate revenue forecasting and planning are critical for CROs to set realistic revenue targets, allocate resources effectively, and track progress towards revenue goals. This involves analyzing sales pipelines, historical performance data, and market trends to forecast future revenue accurately.

Support Elements

- Executive Alignment Sessions
- Project Management Office
- Pricing, Portfolio & SKU Strategy
- Precision Benchmarking
- Data Analytics & Decision Science Team
- Knowledge Management System
- Products & Services Trending
- Capacity Planning Tools / S&OP

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Competitive Differentiation

CROs focus on developing differentiation strategies to stand out in crowded markets, distinguish the organization's offerings, and win market share. This includes highlighting unique value propositions, addressing customer pain points, and positioning the organization as an industry leader.

Support Elements

- Value Proposition Analysis
- Integrated Customer Service and Quality Teams
- Sales & Marketing Experimentation / A-B Testing
- Precision Benchmarking
- Voice of the Customer Program
- Research & Development and Engineering Optimization