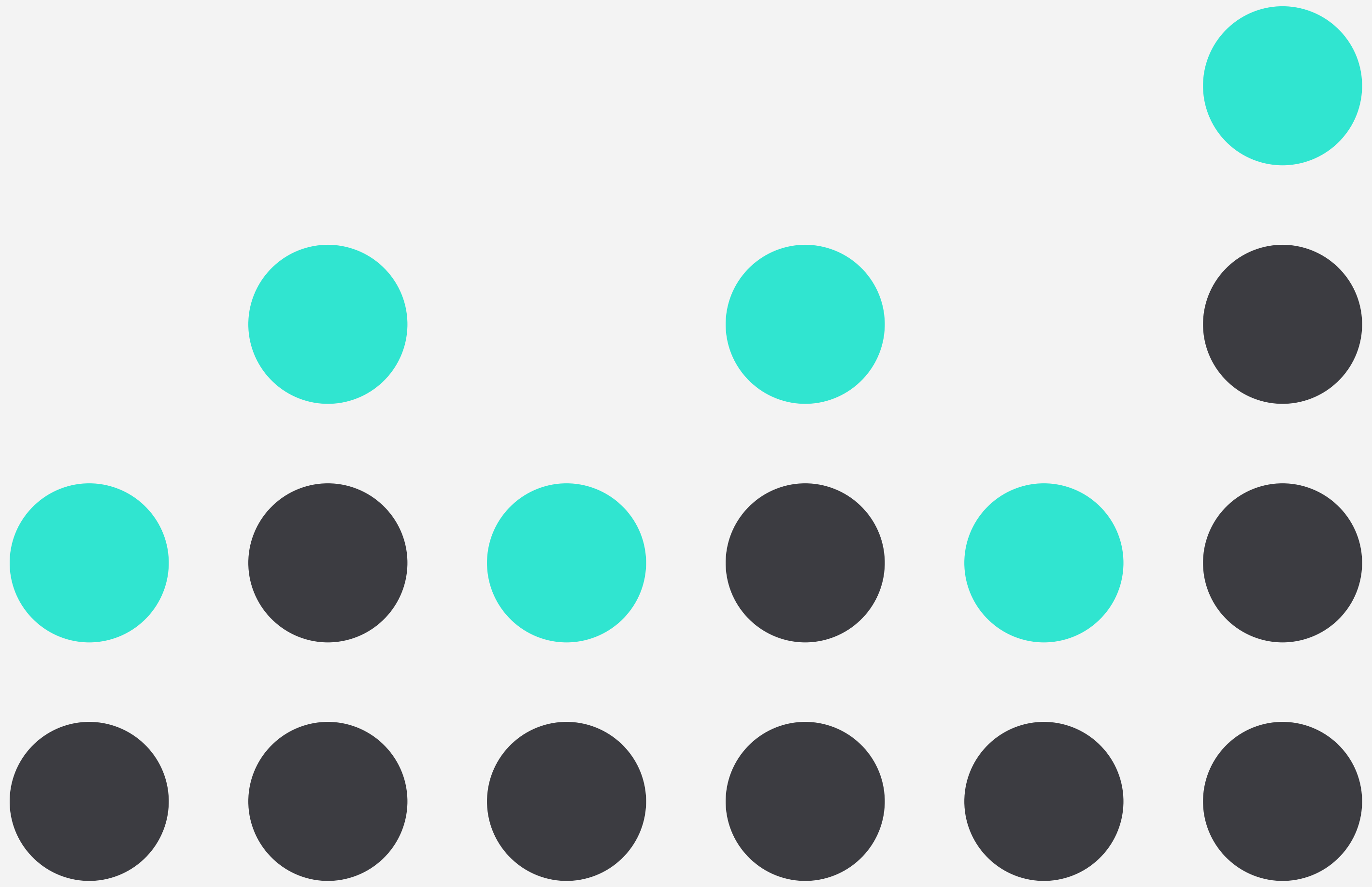
E-book series

Five revenue killers and how to defeat them

Sales and marketing strategies, tactics, and frameworks
to help growing businesses increase revenue

Microsoft Dynamics 365



Introduction

Growing a business is no easy task. And whether your revenue is $10 million, $100 million, or anything in between, the panic you feel when you don't see your numbers growing as quickly as you want can be crushing. Where should you start?

In this guide, we talk to several sales and marketing experts who've walked in your shoes. They know what it feels like to create awesome marketing campaigns that don't drive revenue. They get how hard it is to sift through and identify leads so they can focus on the deals that have real potential. And they understand how frustrating it can be to miss your quota month after month. But more importantly, they have experience helping countless other companies overcome revenue killers and achieve sales and marketing growth.

By gaining full visibility into the health of your sales pipeline, your sellers and managers can track the same KPIs and align on what's most important to your business. Let's look at five of the top revenue killers and some strategies, tactics, and frameworks that should prove incredibly valuable for your next sales engagement, your next marketing campaign, and your long-term revenue growth.

Contributors

Alice Heiman

Sales strategist, coach, and speaker
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Alice Heiman has earned a host of awards over the course of her two decades of teaching sales leaders the fine art of selling, including Saleswoman of the Year, Marketer of the Year, and the U.S. Chamber of Commerce Small Business Blue Ribbon Award. Alice developed her sales expertise while at Miller Heiman, Inc. before striking out on her own and establishing Alice Heiman, LLC, in 1997. In her years at Miller Heiman, she sold to and trained some of the company's largest and most complex accounts, including Coca-Cola, Dow Chemical, Fidelity, and Hewlett Packard. These days, she tailors her international expertise so it benefits an array of innovative business/entrepreneurial clients.

Matt Heinz

President and founder of Heinz Marketing
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Matt Heinz is a prolific author, nationally recognized and award-winning blogger, and President and Founder of Heinz Marketing. He draws upon 20 years of marketing, business development, and sales experience from a variety of organizations and industries. He's also a dynamic speaker, memorable not only for his keen insight and humor, but his actionable and motivating takeaways. Matt's career also focuses on consistently delivering measurable results with greater sales, revenue growth, product success, and customer loyalty. He is a repeat winner of Top 50 Most Influential People in Sales Lead Management and Top 50 Sales and Marketing Influencers.

Brian Carroll

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Brian Carroll knows what drives B2B buyers. As the founder of the B2B Lead Blog, a researcher and lecturer on marketing best practices, and a leader in empathy marketing, he's at the epicenter of the shifting B2B marketing landscape. Brian is the author of the bestseller *Lead Generation for the Complex Sale* (McGraw-Hill). He is also the founder of the B2B Lead Roundtable LinkedIn Group with 20,000 members. Brian recently finished a stint as Chief Evangelist at MECLABS (parent company of MarketingSherpa) and is now back to helping B2B sellers understand and execute modern lead generation and empathetic marketing with his speaking, consulting, and training workshops.

Steve Mordue

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Steve Mordue is a Microsoft Dynamics MVP and the CEO of Forceworks, a Tier 1 Microsoft Cloud Deployment Partner specializing in software-as-a-service (SaaS) transitions using Dynamics 365. Steve started his customer relationship management (CRM) consulting career 15 years ago, originally supporting Salesforce.com as a Certified Consultant. Steve transitioned his consulting practice to Dynamics CRM (now Dynamics 365) in 2011. He has been engaged in hundreds of CRM deployments over the course of his career and has provided training to other Microsoft partners globally. Steve is a member of the Worldwide Dynamics Partner Advisory Council, as well as the Worldwide SMB Partner Advisory Council, and frequently participates on panels and presents at global Microsoft events.

Jill Konrath

Keynote speaker, sales strategist, and bestselling author

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Jill Konrath's career has been defined by her relentless search for fresh strategies that work in today's sales world. As a frequent speaker at sales conferences, Jill shares her strategies and helps salespeople speed up new customer acquisition and win bigger contracts. She is the author of three bestselling, award-winning books about successful selling strategies and is a recognized expert in B2B sales. Jill is one of InsideView's 25 Influential Leaders in Sales and was also named to the Sales Lead Management Association's list of the 50 Most Influential People in Sales Lead Management.

Revenue killer 1:

The top of your sales funnel is way too leaky

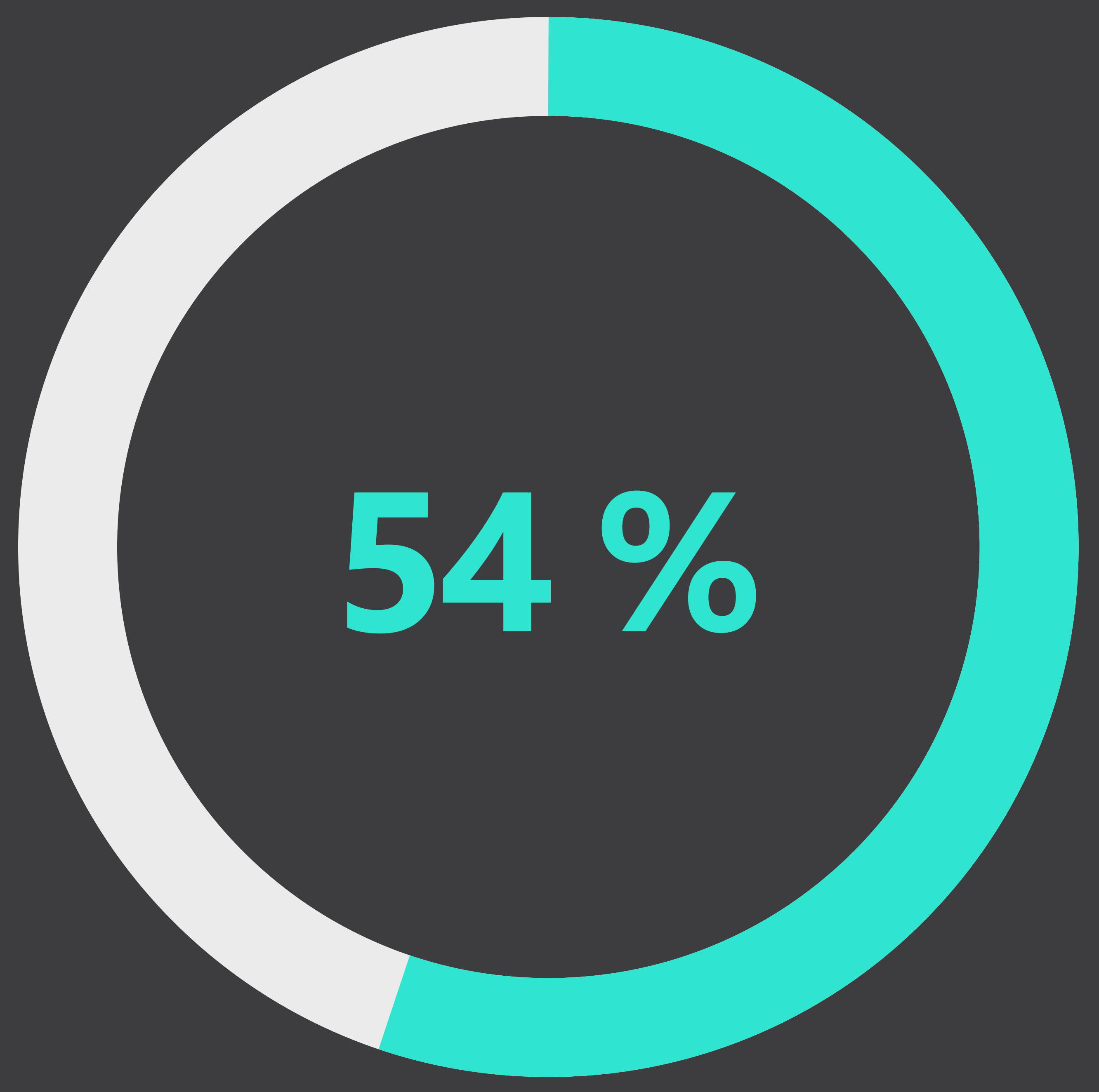
The quarterly business review is looming, and you haven’t hit your quota. Marketing is throwing a party because their campaigns have exceeded their goals for leads. Sales, on the other hand, is stressed out and working overtime because most of those leads are failing to convert. You continue to focus on converting more of your active opportunities, and that’s a good thing. But it’s not moving your numbers like you had hoped. What’s the solution? How can you align sales and marketing so this doesn’t keep happening every quarter? And how can you stop the leaks in your sales funnel and drive more revenue?

How to beat this revenue killer

Focus on your entire funnel

To stop excessive leaks in your funnel, consider making the shift to full funnel marketing. Sales and marketing expert Matt Heinz writes that “Most sales funnels leak at the top, not the bottom.” This is because companies are so focused on getting short-term wins at the bottom of the funnel that they fail to fill their pipelines with long-term prospects. Instead, marketing should address the entire funnel with accountability for driving revenue. In short, marketing’s job is to deliver prospects to sales that are qualified AND ready to buy.

If leads aren’t ready to buy, you should nurture them with high-quality content and communications - delivered in the right place at the right time across the entire buyer’s journey. This will ensure that when they do become active opportunities, they’ll be ripe for that first conversation with sales. And as you implement full funnel marketing over time, you can eliminate the excess leaks in your pipeline, increase revenue, and walk into your quarterly reviews with a smile on your face.



54% of B2B marketers surveyed said their sales teams’ top ask was more qualified leads. 2017 Marketing Technology Industry Council Research, sponsored by Leadspace

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Making the shift to full funnel marketing

The fundamental idea behind full funnel marketing is for marketers to fully embrace revenue responsibility, to proactively manage and measure their departments as a profit center for their organizations, and to actively support the sales team’s productivity and opportunity conversion efforts.

This requires aligning behind not just lead generation or even mere sales pipeline contribution, but measured marketing impact on closed business and customer lifetime value. It requires a much higher degree of coordination between sales and marketing, with marketing taking a leadership position in the areas of sales enablement, productivity, and technology.

This shift to a full funnel approach adds significant complexity and isn’t an overnight shift, but it’s already fundamentally changing the perception, impact, and success of B2B marketing organizations worldwide.

Matt Heinz, President of Heinz Marketing, author of Full Funnel Marketing

Getting started

Begin tracking marketing's impact on revenue, and work toward giving sales and marketing visibility into the entire funnel.

Recognize that marketers might not be used to thinking about revenue responsibility, and demonstrate empathy for them as you take carefully measured steps toward full funnel marketing.

Explore how a CRM and sales force automation system can enable your team to track, nurture, and share leads and opportunities across the entire buyer journey.

Revenue killer 2:

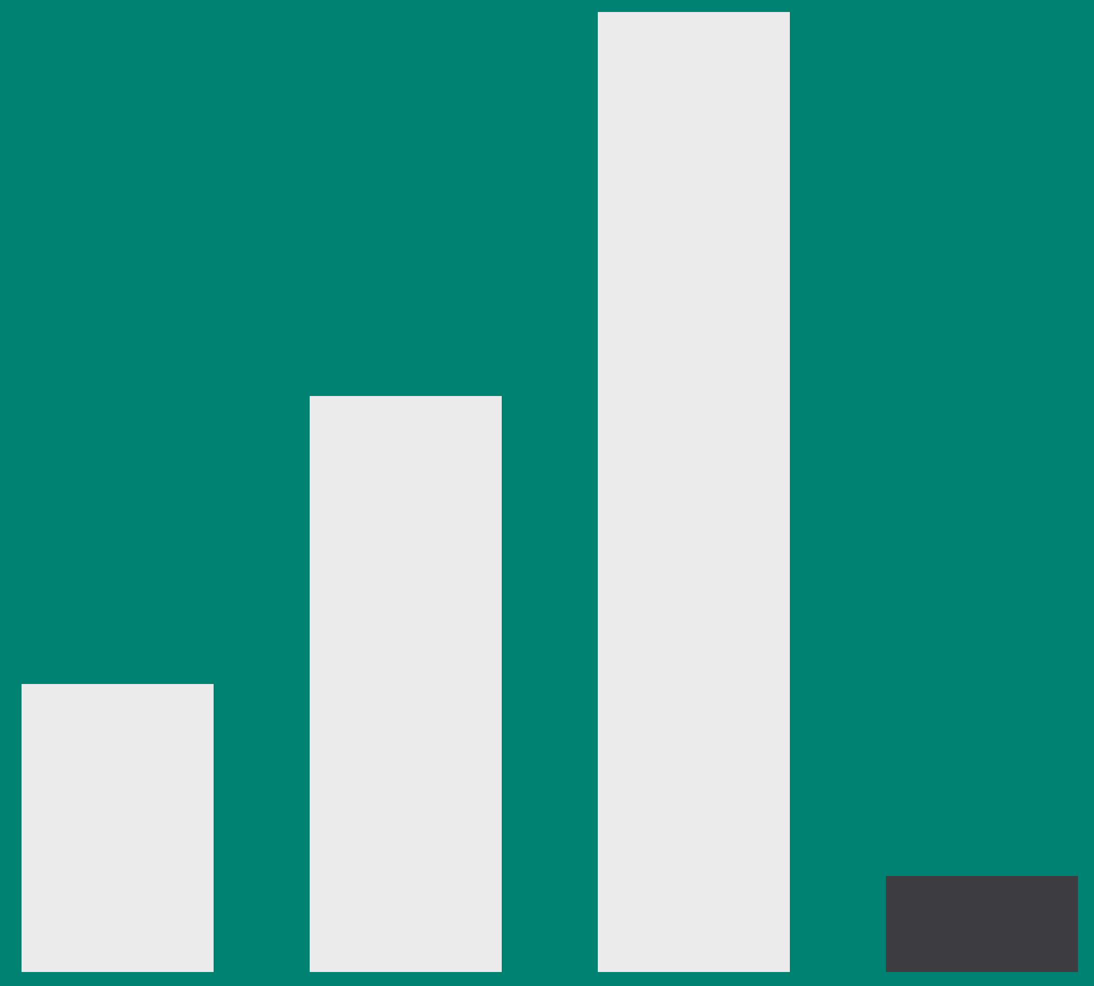
Your prospect data is just sitting there, doing nothing

You've got prospect data. Lots of it. And you are collecting it every second of every day. Your data is analog. It's digital. It's in people's heads. It's in physical Rolodexes. It's on laptops. It's in mobile phones. It's in the cloud. It's in ink. It's in spreadsheets. It's in water cooler conversations. It's over lunch. It's in texts. It's in phone calls. It's in email. But you can't drive revenue with your data unless you can organize it, filter it, understand the story it's telling, and then activate it to convince potential customers to engage with you.

Data, data, everywhere

As you grow from one salesperson to 10 or 50 salespeople, the volume of highly dynamic data generated by potential customers and by marketing and sales can be overwhelming, as:

- Databases decay as information just sits there and rapidly becomes outdated
- Sales and marketing use disjointed tools, campaigns, systems, and processes to manage leads, contacts, accounts, tasks, intelligence, and opportunities
- Salespeople join your company, change roles in your company, and leave your company
- Leads fill your funnel and then leak out
- Connections are created and content is shared and consumed across email, social media, campaigns, your website, and in-person interactions
- Decision makers change roles and companies, and their digital footprints evolve



How to beat this revenue killer

Automate, automate, automate

The good news is that when you collect, analyze, and activate your prospect data in the right way, you can drive MORE revenue with LESS work. Matt Heinz recently met with a sales organization that had nearly $100 million in sales, but deals were falling through the cracks. Why? Because it was managing its data and its sales process with emails and sticky notes—sticky notes that were quite literally dropping into the cracks between the seats in cars. This would be funny if it weren't so scary.

Heinz strongly recommends companies begin with a simple CRM strategy:

"Using CRM is table stakes if you want to reliably and profitably scale your sales org. The complexity of a dynamic buying process has exploded. You need to know who the decision makers are, understand how they work together, and have constant visibility into buying signals so that you can align your marketing and sales efforts to serve potential customers in the right place at the right time. CRM is the only way to get there."

He adds that simply adding sales and marketing automation technology to a mess doesn't solve the problem. It just creates a high-tech mess.

Heinz recommends companies set a strategy that will get them to their goals, select the right customer relationship management (CRM) and sales force automation technology to support that strategy, build the right process to support their revenue goals, and then train and coach sales and marketing in the adoption of these tools. The right CRM solution simplifies your situation and shouldn't be time-consuming to set up and use.

If you could give your salespeople 33% more active selling time, what impact would that have on your business?

Matt Heinz

President and founder of Heinz Marketing

The lead bucket overflows:

A cautionary tale of a lead-hoarding small business

Many companies allow good leads to fall through the cracks, but others lose revenue by letting their leads sit on a shelf. I had a call recently from a prospect who was looking to move up from spreadsheets to a true CRM system.

Steve Mordue, *CEO of Forceworks.com*
Brandon, Florida

How many leads did you say?

His concerns seemed to revolve around leads, and specifically around importing them. I thought, well this will be easy. I said, “Fortunately, net-new leads are one of the easiest things to import, because they don’t really need to connect to anything else. In fact, we can create an import map for you and you can do this yourself.” He said, “Yeah, that is not my biggest concern. I am more worried about limits.” Confused, I said, “Well, unless you have like 100K leads (chuckle), I don’t see any problem.” He said, “I have like 400K leads.” Uh-oh.

So how did you amass 400K leads?

By saving everything for the last 10 years. He said, “I have been curating lead lists since we started our business, buying attendee lists, collecting them from the website, scraping them from online directories, and buying them from list services.”

It appears we may have a professional list hoarder here. BTW, this is a 10-employee company. I seldom see large customers with that many leads, and he piqued my curiosity. He said he had spent thousands of hours, over the years, cleaning and de-duping his lists. Clearly, his list was his pride and joy.

Your leads are just collecting dust

While not quite to this level, we have dealt with large imports before. I told him about our options. He started to relax a little bit. He was the CEO and had managed this process himself, so I had to ask, “How are you leveraging these leads?” He confessed that he had not really been able to up until now, and that was the reason for looking at CRM. My first thought was, “You spent 10 years collecting leads and haven’t done anything with them? Better late than never, I guess.”

Sorry, I guess we can’t do that

His only concern had been with the size of his list, but that ended up being the least of his problems, as data size shouldn’t be a problem with most CRM solutions. He was quite proud of the effort he had invested in cleaning the debris off his leads, but that debris was the very thing that could have added value to his list. Needless to say, he wasn’t very happy when I broke the news. I haven’t heard back from him; he may have found someone else who would blindly import this useless data for him, and he may well spend the next few years wasting even more time on it.

Your leads can't drive revenue when they're sitting on a shelf

His leads were squeaky clean, neatly organized, alphabetized by last name, in eight CSV files of approximately 50K each. As I looked across the top row of the first file I opened I saw: Last Name, First Name, Email Address, Company Name, Company Address, and Phone. It was right at that moment that I came to the realization that this poor guy had lost 10 years of sales opportunities and who knows how much revenue.

Why did I conclude this? First, there was no "created" date, and in today's business world, leads go stale a lot faster than they used to. I had already planned to let him know that anything over five years would probably not be very good. Also, because he was trying to apply consistent formatting, he had stripped off the lead sources, which means that because there was no other data, there was no way to segment the list. And lastly, none of these people had opted into anything, so to start messaging them would be a clear violation of any spam laws, anywhere.

Without context and segmentation, you can't take action

Actually, to get any actionable value out of this, he should have done LESS work, a lot less. Even the original file names would have provided something, for example, "2014annualconference.csv" would have told us something. But he had erased that context. With this many leads, if you cannot apply some sort of segmentation, you don't have a lot of options, and the few available would have cost a lot of time and money. In the end, I would have to say his number-one failure in this effort was not acting on his leads as he was receiving them. And by that, I don't mean massaging, sorting, and cleaning the data.

Nobody ever won an opportunity by leaving a lead on the shelf. If you cannot apply some sort of segmentation, you can’t nurture your leads, and they’ll ultimately find someone else who can meet their needs.

Steve Mordue

CEO of Forceworks.com

Revenue killer 3:

Failing to see that leads are people, too

If you're going to succeed long term in sales and marketing, you need to build trust with people. But when you're under pressure to drive revenue, it's easy to overlook the fact that every valid lead represents an actual thinking, feeling person. That's right, we said feeling. Countless companies believe that people are rational creatures who buy because of product features and benefits.

Regardless of whether you are a B2B or B2C company, you are selling to people who are consumers. So if your content, people, processes, and technology don't account for this truth, you are missing out on significant short-term and long-term revenue.

We are not thinking machines that feel; we are feeling machines that think.

Antonio Damasio. M.D., Ph.D.

Neuroscientist and TED Talk speaker
Lisbon, Portugal

How to beat this revenue killer

Demonstrate empathy in your marketing

Brian Carroll of B2B Lead Blog writes that "Empathetic marketing is about moving out of our mind and into the mind of the customer. You move away from business-centric thinking to customer-centric thinking and speak to your prospects' motivations."

But you might say, "That touchy-feel stuff is all well and good, but I have to hit my numbers. Show me some proof." We'll be glad to.

In 2017, MECLABS ran a fascinating optimization test focused on increasing the response rate to a landing page. They wanted to see if longer, warmer messaging and photography, focused on positioning the company as a trusted advisor, would outperform shorter, simpler, more product-focused messaging. The result was that the more empathetic approach yielded an amazing 638% more leads. The adjustments to the amount of content and the tone of the messaging and images outweighed the additional friction from having a longer page.

Can you think of one of your email campaigns where you could test empathetic marketing?

Getting started

Focus on lead routing for a better customer experience and higher revenue

How can you apply empathetic marketing in a way that drives revenue? Let's focus on lead routing, because if your leads are getting dropped or assigned to the wrong sales reps, your leads—actual people—will disappear and you'll lose revenue.

You want bad leads to drop out of your funnel. Yet when you drop leads because your lead routing is broken, potential customers feel it. They've expressed interest in your company, your content, or your products, and now it seems like you don't care. And they're left asking, "If this company isn't going to respond to me now when I have money to spend, how will they treat me as a customer?"

Brian Carroll has seen countless sales and marketing teams lose revenue by routing leads incorrectly, so he decided to do something about it. He created the following checklist to help you increase your revenue by ensuring your lead routing supports a strong commitment to the customer experience. And it works. He helped one business increase their leads to opportunities by more than 200%, just by implementing a service-level agreement for lead routing.

In its *The State of Lead Management Report*, LeadData surveyed more than 500 B2B sales and marketing professionals who said that, on average, they believe one out of every four leads is routed incorrectly.

The lead routing checklist for empathetic marketers

Brian Carroll
CEO of markempa, author of Lead Generation for the Complex Sale, and founder of B2B Lead Blog

You spend a lot of time, energy, and money doing lead generation to capture leads, but it's how well your sales team engages them that can drive success and failure. The team needs a standard best practice for moving leads through the sales funnel. This lead-routing checklist will help you improve your process at every stage, giving you the best chance of success. Customize it as needed for your business.

Lead processing

- ✔ Walk through your own lead routing process as a potential customer. How does it feel?
- ✔ Do you provide the qualification and contact information sales needs for each sales lead?
- ✔ Did you get buy-in from your sales team on the criteria and when to hand off leads?
- ✔ Have you documented your lead handoff process with roles and accountabilities defined?
- ✔ Have you put all your leads into a centralized database for qualification and nurturing?
- ✔ Have you worked with sales to open and follow up on marketing leads within 24 hours?
- ✔ Are your leads synchronized with your CRM, sales force and marketing automation, and email systems? If not, don't worry—you can still use these steps.

Lead qualification

- Do you have a clear process to "qualify" each lead before sending it to a salesperson?
- Have you worked with sales to identify the questions they should be asking to determine if leads are qualified?
- Do you use a Universal Lead Definition (ULD) to qualify leads prior to handing off to sales?
- Is your lead scoring approach built upon your universal lead definition?
- Have you centralized your lead qualification process?

Lead routing

- Are you able to qualify and distribute sales-ready leads immediately to salespeople?
- Have you agreed on what information you need to route leads to the right salesperson?
- Do you communicate lead handoff to each salesperson using automated rules?
- Have you worked with sales management to audit and track sales rep follow-up?
- Can you measure sales pursuit on leads? Can leads be pulled or reassigned?
- Do you train salespeople on how to follow up and provide you with closed-loop feedback?
- Are you getting feedback from the sales team on marketing-generated leads?
- Do you have a process in place for distributing leads to sales within 24 hours or less?
- Do you share best practices on lead follow-up across the sales team?
- Can your team access all lead information quickly?

Revenue killer 4:

Too much busy work not enough selling

Your sales team works hard, very hard, and every minute of the day is filled with selling. Or is it? *InsideSales.com Labs' Time Management for Sales Report* **shows that sales reps spend only 36.6% of their time selling. Why is this? Sales teams often get sucked into tasks, patterns, and habits that kill revenue and keep your business from reaching its full potential.**

But marketing also has a role to play, and if they're not focused on delivering opportunities to sales, it's likely that they're creating a lot of this busy work.

What's keeping sales from selling more?

Every company is different, but here are some of the biggest time-wasters that companies encounter across sales and marketing

- Marketing creating busy work for sales, such as overwhelming them with leads who aren't ready to buy
- Sales creating their own content and collateral to supplement or replace marketing content
- Being assigned more opportunities than an individual salesperson can effectively handle
- Manually creating quotes and proposals
- Manually routing and rerouting leads that end up in the wrong place
- Tracking leads and opportunities in individualized spreadsheet formats that aren't shared across the team
- Repeating conversations with potential customers because there is limited or no visibility into past communications and interactions with content and marketing channels
- Piecing together historical information from email, spreadsheets, and handwritten notes before every sales call
- Manually researching leads, accounts, opportunities, and buying committees before every call
- Focusing too much time and effort on certain opportunities and not enough on others
- Spending countless hours sorting, de-duping, cleaning, and augmenting poor-quality leads
- Sales calling marketing-qualified leads who aren't ready to buy
- Using email and handwritten notes to track sales metrics with reps keeping it all in their heads
- Wasting 10 to 20 percent of their time in weekly business reviews, comparing mismatched spreadsheets and relying on discussion and individual recollection to get a clear picture of their pipeline

How to beat this revenue killer

Focus relentlessly on improving your sales processes

Matt Heinz writes, "A certain amount of non-selling time for your more efficient salespeople is inevitable. But for most salespeople and organizations, there's still plenty of opportunity to tighten up processes, workflow, and general productivity in a finite amount of time. This can increase the percentage of the day and week your best reps are spending in front of customers and prospects. Think about the difference between 35 and 45 percent active selling time across a 100+ person inside-sales team. Just that 10-point improvement could mean significant additional sales without impacting cost, lead requirements, or other expenditures."

"Opportunities are like seeds planted in a field. The temptation when you see a hot one sprout is to rush over and focus all your effort on it while leaving your other less-appealing opportunities to die. This is highly inefficient. Instead, your processes and your technology should enable your salespeople to nurture all leads and opportunities, spending the right amount of time and effort to help all of them grow."

Steve Mordue
CEO of Forceworks.com

Getting started

10 ways to increase the productivity of your sales team

1. Batch administrative work
2. Automate parallel or redundant tasks
3. Automate buying signal and trigger event alerts
4. Develop and follow a prospect/account research process
5. Invest in better tools—don’t be penny wise, quota foolish
6. Take fewer victory laps and spend more time in the selling zone
7. Focus on better leads instead of more leads
8. Invest in great sales-operations teams
9. Improve the organization and availability of good content
10. Structure meeting time better

Revenue killer 5:

Failing to close deals

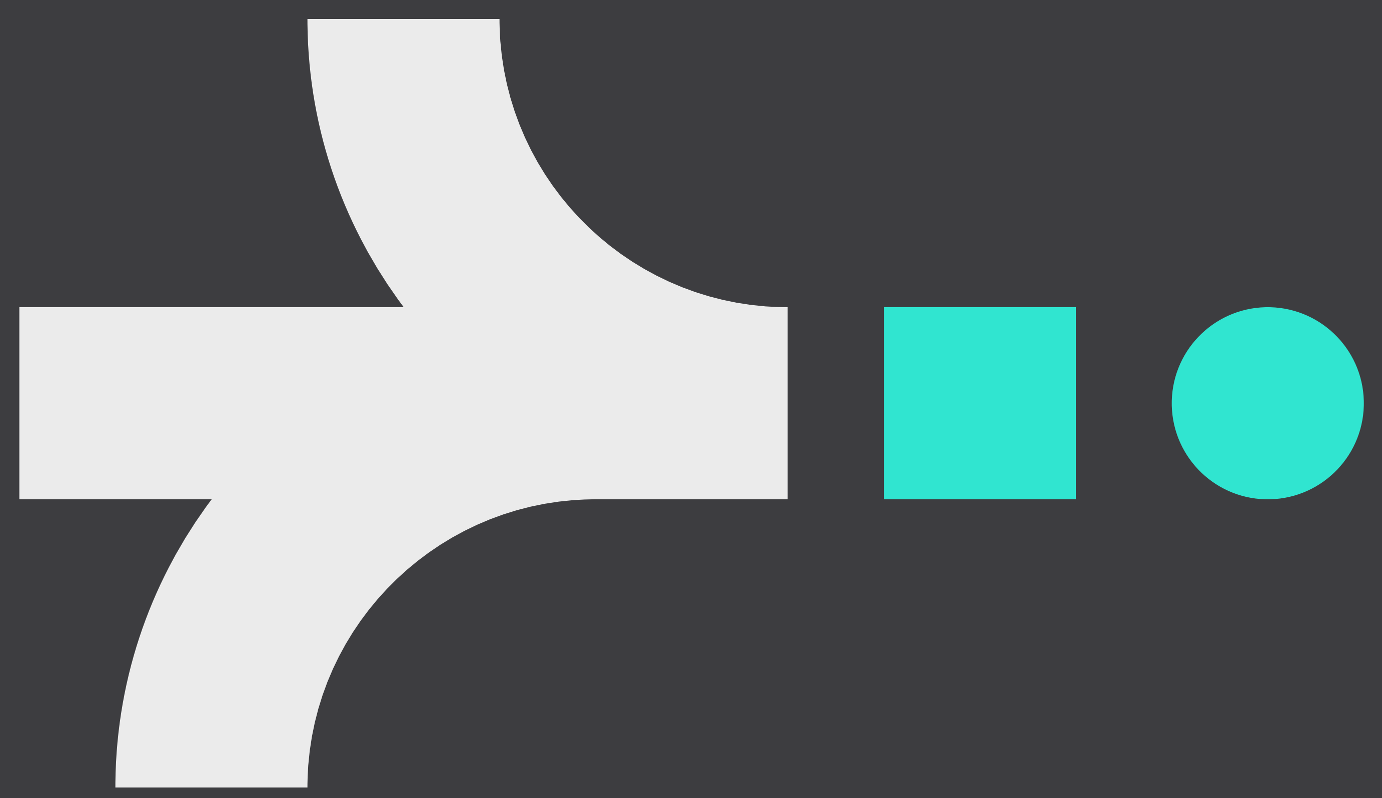
It’s 7:30 on Monday morning and you’re on your second cup of coffee. You’re dialing a prospect and as you wait for them to pick up, or send you to voicemail, you feel the stress that always hits when you’re trying to close deals at the end of the month. What should you say when they pick up the phone? What should you do to close this deal today? Panic sets in. Why does this happen every month? And what can you do to change it?

How to beat this revenue killer

Approach closing as a process, not a moment in time

It’s important to understand that your success or failure on this call will likely be determined by what you’ve done over the last several days, weeks, or months to earn your prospect’s trust. If prospects aren’t ready to buy, you shouldn’t try to force it.

Jill Konrath, a B2B sales expert, advises salespeople that they need to change their perception of who they are. It’s no longer about pushing features and benefits to close the deal, but understanding their clients’ goals and challenges. Salespeople themselves are now a key differentiator, and the sales relationship has changed to one that needs to show continuous value to the client.



Today, a relationship is really defined by continually being able to bring value to your client, and to help them achieve their business objective. It’s not about going out and having drinks or golfing, it’s really about every single interaction that you have with that person. They walk away saying, “Oh, that was an interesting idea.”

Jill Konrath

Sales speaker and author

> If you’re committed to earning trust with your prospects over time, closing the deal doesn’t have to be hard. Salespeople can make it hard by failing to ask the tough questions. The way to be sure the sale is moving forward is to ask questions, listen, and respond appropriately. This helps the buyer on the journey, rather than forcing the close.

Alice Heiman

Sales strategist, coach, and speaker

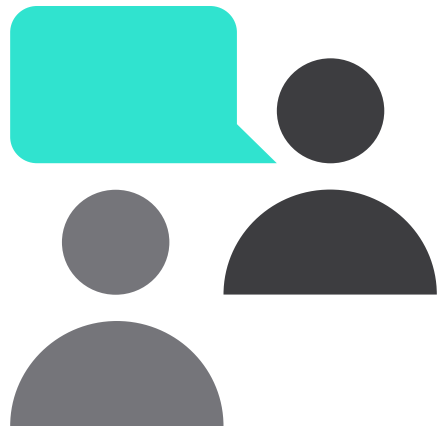
Think about the last time a salesperson called you and tried to close a deal when you weren't ready. How did you feel about being pressured? Did their questions and sales pitch make you want to buy? If you did buy just to get off the phone, how happy were you after you got off that call?

The high-pressure approach to sales might have worked 10 years ago, but prospects and customers are in control of their own buying journeys now and they will hang up the phone and go elsewhere if you try to force the close.

That said, prospects will reward you with their business if you've done the hard work of earning their trust over time. Sales coach Alice Heiman writes, "Closing should never be an event. It should be a natural next step when you are moving forward with a prospect. You've earned their business by understanding their business and demonstrating value from day one, so closing should merely be a formality."

Getting started: Earn trust by asking the right questions

Alice Heiman
Sales strategist, coach, and speaker



10 tough questions to earn trust so you can close the deal

Getting the answers to these questions assures you know where the deal is going. The answers keep you focused on the customer and how they will buy. You may be thinking this is easier said than done. It's easy if you plan and practice. You should work these questions into the conversation so that they seem natural and not abrupt.

1. How will our solution meet your needs?
2. What other solutions have you considered?
3. Who will be involved in making the decision?
4. What is the best way to include everyone involved in the decision-making process?
5. What is your budget?
6. What factors will determine your decision?
7. What is your timeline for implementation?
8. What is your timeline for making a decision?
9. Is there anything else we need to discuss?
10. What are our next steps?

To get honest answers to any of these questions you need to be talking to someone who trusts you. That means before you can ask tough questions, you should focus on building the relationship.

If you have a relationship with the people involved in making the decisions and they trust you, you can easily ask these questions and get the answers you need.

Selling more with CRM

The top of your sales funnel is way too leaky	Your prospect data is just sitting there, doing nothing	Failing to see that leads are people, too	Too much busy work and not enough selling	Failing to close deals
How to beat the five revenue killers				
Focus on your entire funnel	Automate, automate, automate	Demonstrate empathy in your marketing	Focus relentlessly on improving your sales processes	Approach closing as a process, not a moment in time
How CRM can help				
Gain visibility into the entire funnel, with the ability to track, nurture, score, and share leads, opportunities, and actionable insights across your entire team.	Get insight into buying signals across every single lead and opportunity so sales and marketing can communicate with them in the right way at the right time to build trust and accelerate the sales cycle.	Automate your lead-routing process to eliminate human error and provide a better experience for prospects. Then track and improve interactions with your content, your campaigns, and your people—across the entire buyer journey.	Use workflows to track leads and opportunities while you focus on closing deals. Share intelligence across your teams, and create tasks based on buying signals so sales and marketing don't overlook revenue opportunities.	Build tasks that incorporate trust-building questions that will help salespeople close more deals. Then capture the answers to these questions to score the progress of your opportunities, and coach sales toward greater success.

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The more opportunities you are managing, the harder it becomes to maintain visibility into buying signals, let alone act on those signals at scale. This is where CRM is so powerful. CRM works in the background to track and nurture all leads and opportunities across your entire team so that each member can focus on the highest leverage leads and opportunities. Then when key moments arise, the CRM delivers alerts and creates tasks so the salesperson can engage with the potential buyer in just the right way at just the right time.

Steve Mordue

CEO of Forceworks

Taking the next step

In this guide we've explored five revenue killers that are common for growing businesses and we've looked at some practical ways to beat those killers and increase revenue. So what is your next step?

We recommend initially focusing on just one area. Work with your sales and marketing teams to build a process that will help you win in your chosen area, and then coach them regularly to ensure they are progressing toward the goal.

While you are doing this, start asking how CRM and sales force automation such as **Dynamics 365 for Sales** can help you:

- **Increase seller productivity** with integrated technology tools
- **Shorten sales cycles** with contextual guidance that steps salespeople through your process
- **See immediate sales results** with a streamlined sales force automation solution that works in days, not months

Learn more about Dynamics 365 for Sales