



Revenue Growth Operations:

meeting demand in the new world of marketing and sales

Technology disruption is nothing new in marketing and sales. But the industry is now experiencing greater disruption than we've ever seen before.

With technology trying to meet the demand of changing buying behaviours, there's been a radical shift and it's creating unprecedented upheaval. And it's not about to happen... it's already happened. You just might not be aware of it yet.

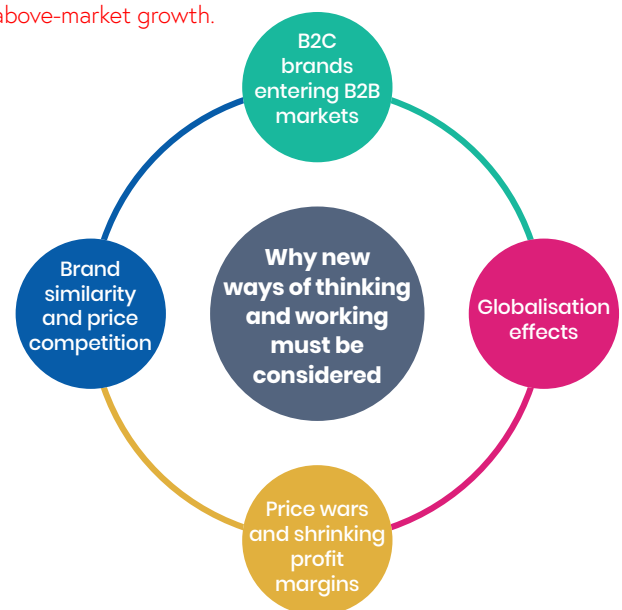
The consequence? The way that typical B2B companies go-to-market and sell is for a world that no longer exists. The convenience economy that we all enjoy in our personal lives is eating the B2B space alive and already driving buying decisions. This change in behaviour is what's challenged companies in once untouchable industries such as financial services to take market share by making the experience of how we interact with these new entrants seamless.

In our consumer lives, we expect instant deliveries from Amazon, to pay our restaurant bill on an app and to automate changing our utility providers. Bizarrely, we'll also sell our cars for less than market value in favour of an instant sale. B2B buyers now want the same simplicity from their vendors, which means that value-added information needs to be readily available as well as unprecedented levels of transparency throughout the sales process. And they want all this delivered rapidly.

Moreover, procurement processes are becoming increasingly complex. Buyers have more people involved in purchasing, which creates new challenges for marketing, sales operations, enablement leaders and their teams.

The consequence? B2B companies are finding it harder to differentiate - driving prices down, putting margins under pressure. All of this is compounded by greater globalisation and deregulation in traditional markets.

The current situation is further complicated by B2C players crossing over into the B2B space. Uber, Amazon and Booking.com are just some of the global brands already succeeding at this, using their already established platforms to take share of B2B wallet. Meanwhile, companies failing to act now risk never being able to catch up – let alone achieve above-market growth.



But all is not lost.

This new landscape has actually created a fantastic opportunity for B2B companies to steal a march on their competition.

For forward-thinking businesses, the counter to this shift in B2B buyer decision behaviour is to move away from dated, off-line organisational structures and processes. Instead, replacing these with modern customer-centric revenue growth operations.

No more can marketing randomly send email campaigns that have different messaging to sales. And sales can no longer work with personal spreadsheets operating to their own individual processes. It's time for cross-departmental frameworks that map the buyer decision journey from lead to revenue.

By digitising the decision journey and becoming outcome-focused, businesses are able to operationally align with the customer. This is a win-win outcome but requires the re-engineering of

systems, restructuring of teams, revision of business processes and, of course, high-quality customer data. This ultimately allows businesses the freedom to consider new business models and modes of operation. Put simply, this can drive huge efficiency gains which can be ploughed back into the business to grow even quicker.

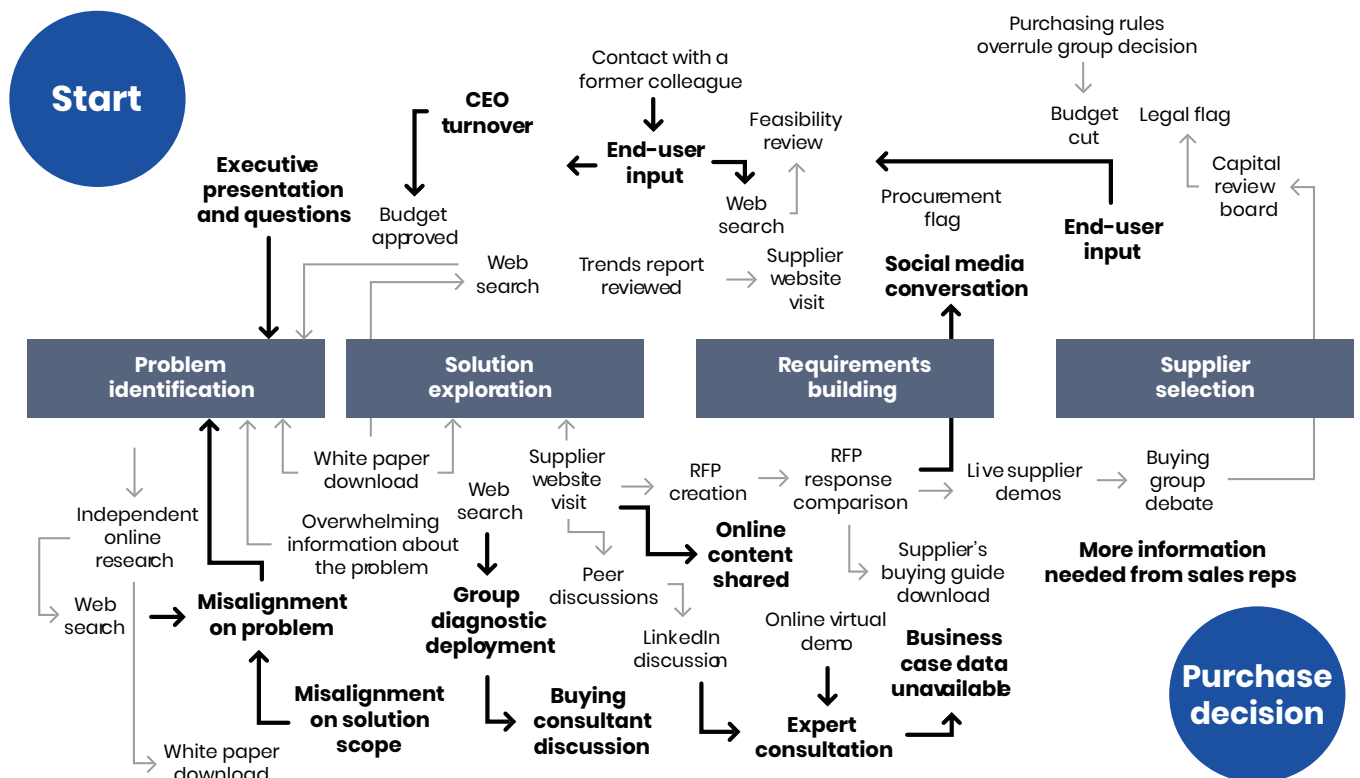
The new world of marketing and sales has led BlueprintX to develop the Revenue Growth Engine – a framework for transforming revenue growth operations in a business. This framework drives a new way of thinking and working that delivers change quickly. It unlocks value by identifying clear short-term wins throughout the decision journey.

Following the model which underpins our IP with world-class expertise data and analytics, B2B businesses worldwide are achieving above-market growth.

Start by getting to the root of the problem

As consumer and business buying converges, the traditional world of B2B marketing and sales is no longer fit for purpose. Driven by the convenience economy, B2B buyers seek out easier and frictionless ways of doing business. Making decisions that save them time and money.

Today's B2B buyers want vendors to anticipate their needs by using technology, with communication moving away from single-channel engagement to omnichannel opportunities. And this change is not on the horizon. It is here now. It's already happening and it's shaping B2B buyer priorities. This is what B2B buyers expect. The below diagram shows the shift that any B2B business has to cope with.



Changing the mindset from technology-first strategies

Traditionally, companies have focused too much on putting technology first, rather than thinking through how it will be adopted. This has consistently been one of the main reasons for failure.

Understanding the outcome first and then thinking about the culture that will drive adoption is much more critical to success than anything else in executing your strategy. Once full adoption is achieved, the path to true mastery and increased revenue becomes an achievable objective.

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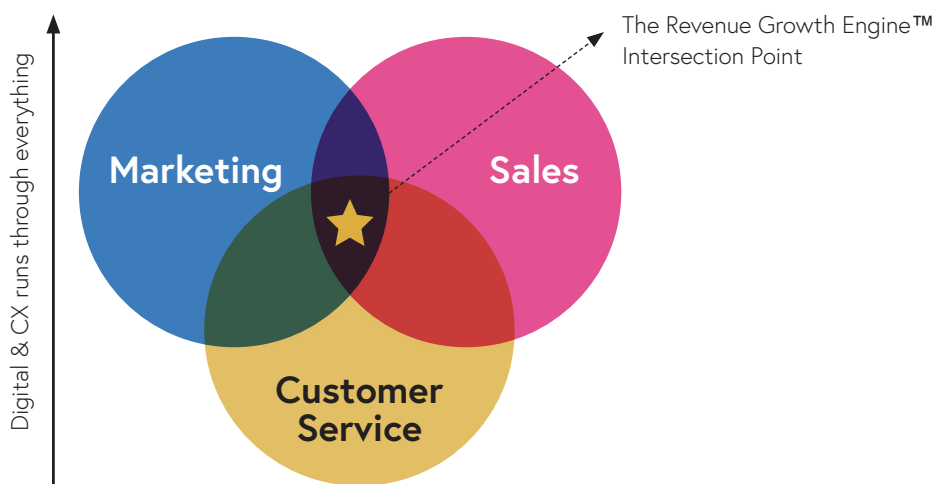


To this...



Addressing the above and mastering the decision journey requires a B2B business to really understand the intersection between these three traditional functions and how they interact with the customer. They need to become frictionless and provide value at each point.

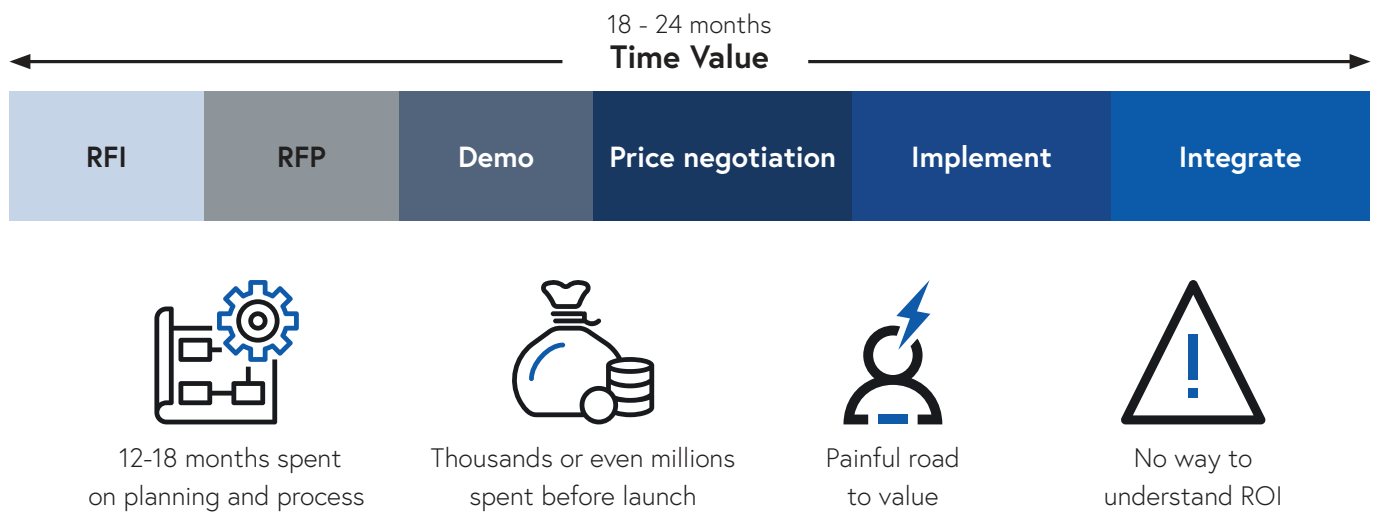
New ways of working and thinking are necessary to maximise the effectiveness and speed of how products and services are marketed, sold and provided to the customer.



A closer look at the traditional B2B approach to the problem – losers

As touched on previously, the common mistake many businesses make is to put technology decisions at the forefront of driving change – without understanding what the outcomes need to be. At best, this is underpinned by a superficial business need, at worst, it's about FOMO (fear of missing out) because the competition has invested in the latest tech.

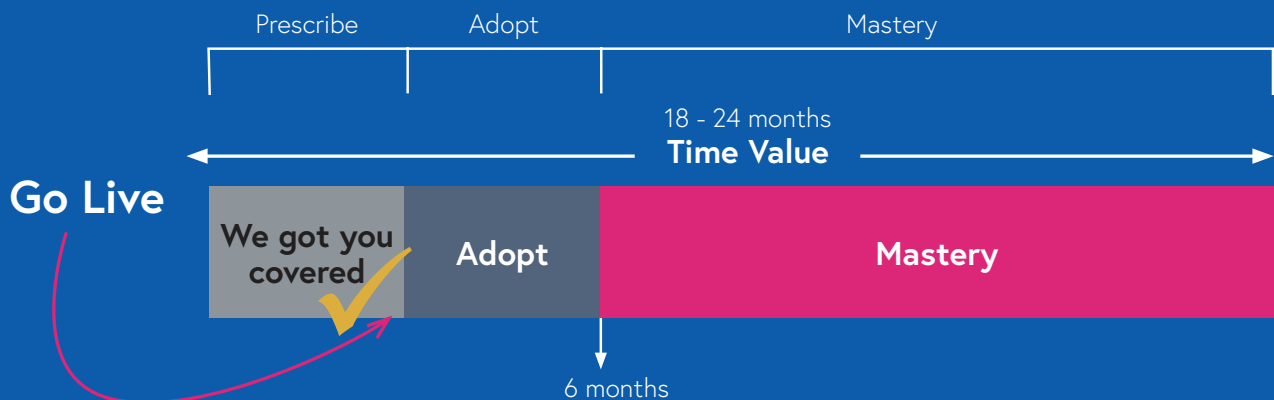
The average marketing and sales stack has 14 pieces of technology in it, blinding many with choice and overcomplexity. Plus, budget and time are burned on the set-up – which means people get fired. Putting the technology first and expecting the culture and outcomes to follow is antiquated, and those following this process are set to fail.



Fasttrack to value approach – winners

The overcomplexity of marketing and sales technology makes it a long process to even get to implementation, so it's no surprise that adoption is an afterthought. That's why revenue growth operations need to start with designing frictionless buyer outcomes – followed by the understanding that you need the right culture and team - before matching this to technology.

And it needs to be kept simple. Map the technology to your ideal business scenario, then evolve this over time as your system develops. This will accelerate progress to mastery and ultimately fast track to ROI.



Driving B2B growth operational thinking and working

The winners in the new world of marketing and sales are those who are ready to leave the old ways of working behind. Are you prepared to sacrifice what you are now for what you want to become?

An organisation needs this self-awareness at the C-suite, starting with a change of mindset to one that embraces the digitisation of the customer buying decision journey. A focus on understanding the desired outcomes you want and delivering them with speed by choosing simplicity over complexity is vital.

The new world is not in the future. It's already here. And B2B companies that embrace this opportunity are winning big.



Minimal planning and setup time



Early mastery of new technology



Gain control



Fast track ROI

At a glance: Critical success factors

Winning big with real revenue growth operations - steps to success:

- Growth Mindset (self-awareness) to digital and the C-level
- Start with the outcome, not technology
- Create consistent experiences off-line and on-line
- Use data to power the process (Marketing and sales and customer service)
- End-to-end connection of processes and automation
- Understand that adoption is driven by repetition
- Create a culture that builds execution into the strategy
- Be willing to shake things up, including organisational structure and metrics

Ready to embrace the new world of marketing and sales and drive revenue growth operations in your business?

Register now for Volume 2 of BlueprintX's Revenue Growth Engine guidance - 'Building a framework to drive above-market growth'.