

The Revenue Room™

MODERNIZING YOUR SALES ORGANIZATION



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AGENDA

- THE CHANGING LANDSCAPE
- WHAT IS THE REVENUE ROOM™?
- HOW CUSTOMERS BUY
- MAXIMIZING WALLET SHARE
- AN EXAMPLE
- SUMMARY

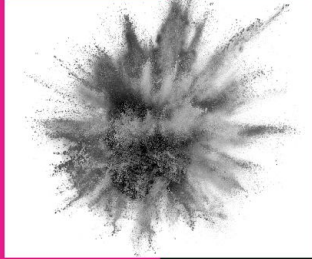


THE CHANGING LANDSCAPE

In a rapidly changing world, it has never been more important for brands and marketers to understand their customers and their shifting needs, and to reach them in authentic and meaningful ways using a multichannel approach.



YOUR NEW CUSTOMER



PERFORMANCE FOCUSED

More sophisticated, data driven
Increased demands, measurability,
proven ROI, meaningful and actionable
data

DEEP & WIDE MARKETING

Developing conversations with
prospects
Vision-to-decision marketing programs,
ABX, tracking, ROI, multichannel

EXPLOSION OF CHOICE

Fierce competition across channels
Online product sourcing, digital events,
digital buyer/seller matchmaking and
communities, in-person events

Changes to Revenue Acquisition & Growth

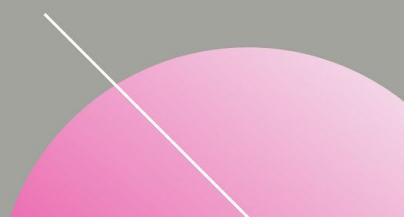
- 1 Longer Sales Cycles
- 2 Greater ROI Demands
- 3 Exciting Wallet Share Optimization
- 4 Focused Sales Functions
- 5 Deeper Customer Relationships & Knowledge

New Skillsets Required

- 1 Superior Digital Knowledge & Expertise
- 2 Consultant & Educator
- 3 Active Listening | Problem - Solution Connection
- 4 Understanding Your Customer's Customer
- 5 Customer & Decision Tree Mapping

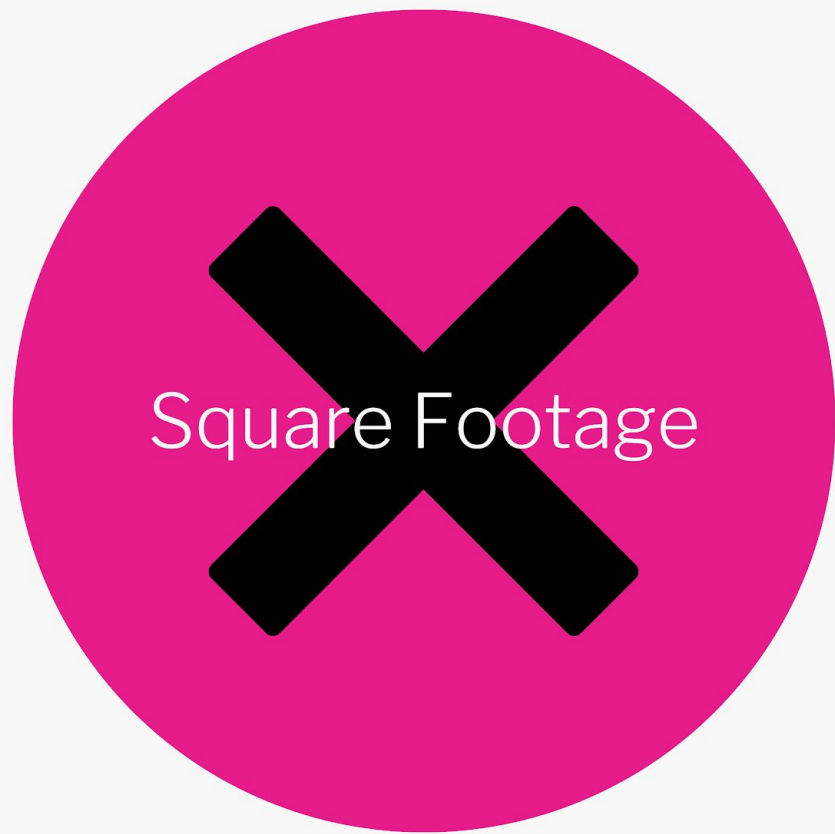


Changes to Customer Enablement

- 1 Value Creation Versus Tactical Execution
 - 2 Deeper Intelligence, Performance Analytics, Customer Insights
 - 3 Prescriptive Customer Journey & KPIs Using Leading Indicators Versus Lagging
 - 4 Partnership Between Success, Service, Product, Marketing & Sales
 - 5 Direct Impact On Retention & Growth
- 



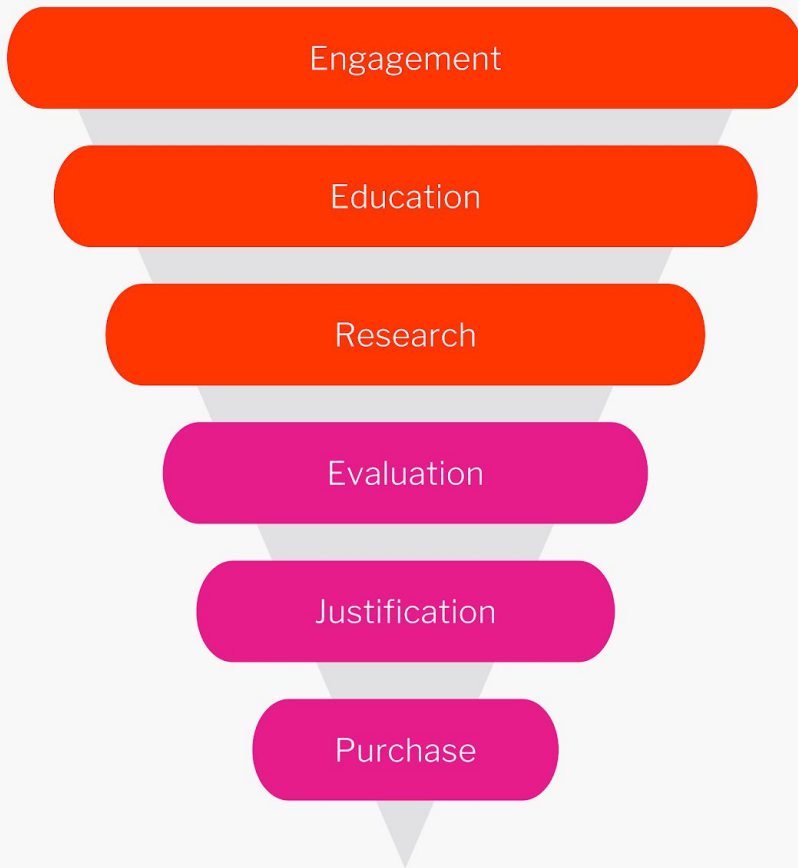
Vision-To-Decision Marketing



Top of Funnel

Mid Funnel

Bottom of Funnel



Engagement

Education

Research

Evaluation

Justification

Purchase

1. Engagement

Brand awareness programs drive engagement and include email marketing, website advertising, segmented marketing to ICP categories within your database, social influencer marketing, social media advertising, newsletter advertising, strategic product placement.

2. Education

Nothing educates more than content marketing. Think webinars, podcasts, white papers, case studies. Your role is to help with creation, promotion, engagement.

3. Research

Researching solutions and strategies can include tools such as product discovery databases, reviews, comparison tables, research reports. In-person events should include matchmaking & meetings, workshops, fast-pitch sessions.

4. Evaluation

Product discovery and comparison platforms, customer reviews, in-person meetings.

5. Justification

Case studies, access to reference customers, awards programs, testimonials.

6. Purchase

All of the above lead to the purchase.

Webinar Series
Podcasts

Trade Shows
Conference Sponsorship
Hosted Buyer Program

Custom Events
Multi-city Roadshows
Custom VIP Networking Events

Maximum
Wallet Share
Customer ROI

Content Marketing
ABM/ICP Segmented Marketing

Centers of Excellence Sponsorship
Product Discovery Platform Premium Listings





WHAT IS THE REVENUE ROOM™?

01

CUSTOMER

Organization
Solution Offering
Datasets
KPIs and Goals

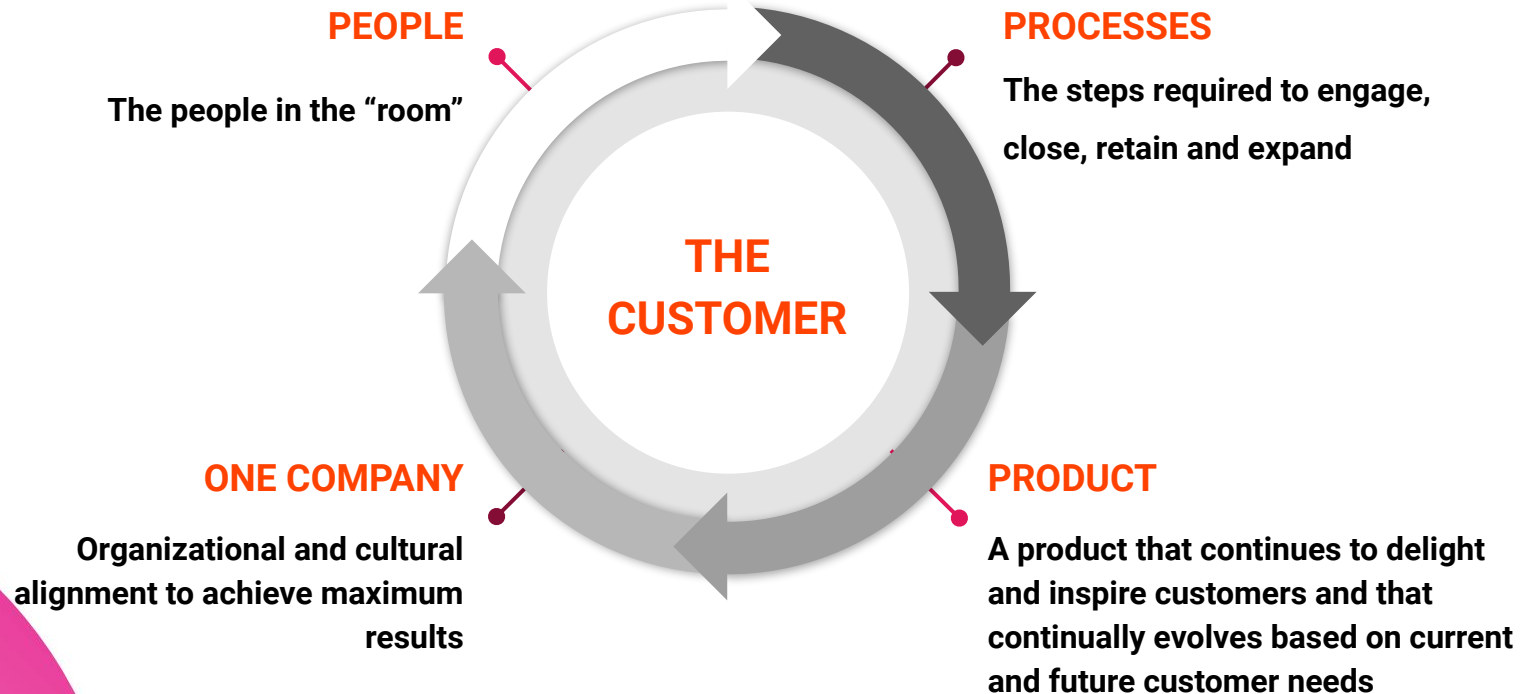
Customer-Centric Business

THE REVENUE ROOM™

- Customer is the center of everything
- Organizational functions aligned
- Sales roles defined and focused
- KPIs and incentives roll up to customer acquisition, retention, expansion, satisfaction
- Win and lose together



The Revenue Room™ Pillars



Functional Alignment

Organize
“Sales Squads”
by
Industry
Portfolio
Region



Melding a full cycle sales approach with functional roles to accelerate new business, revenue growth, and proactively drive retention, expansion and customer satisfaction.



THE REVENUE ROOM™

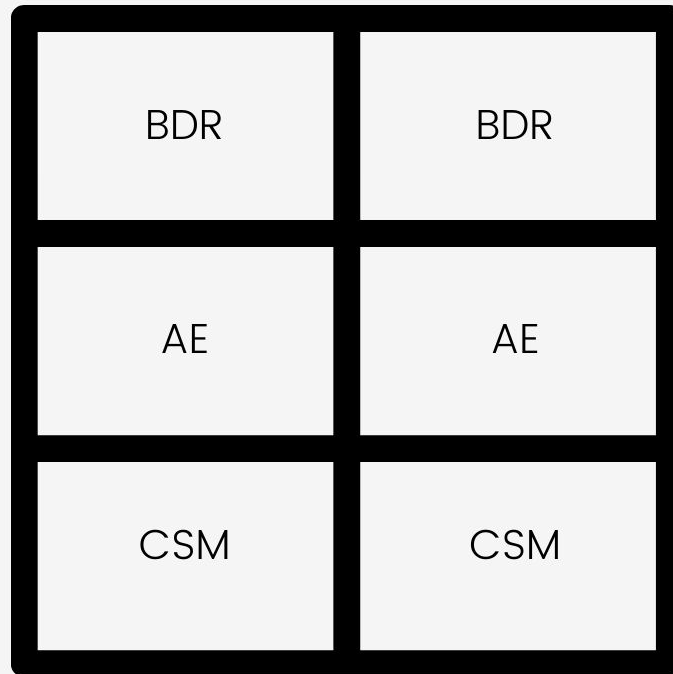
Organizational Model



Sales Squads

- Aligned around accounts, brands, territories
- Working towards same KPIs and goals
- Allows for shared knowledge, problem solving, deal storming
- Improves acquisition, retention, expansion and CSAT

Squad Leader

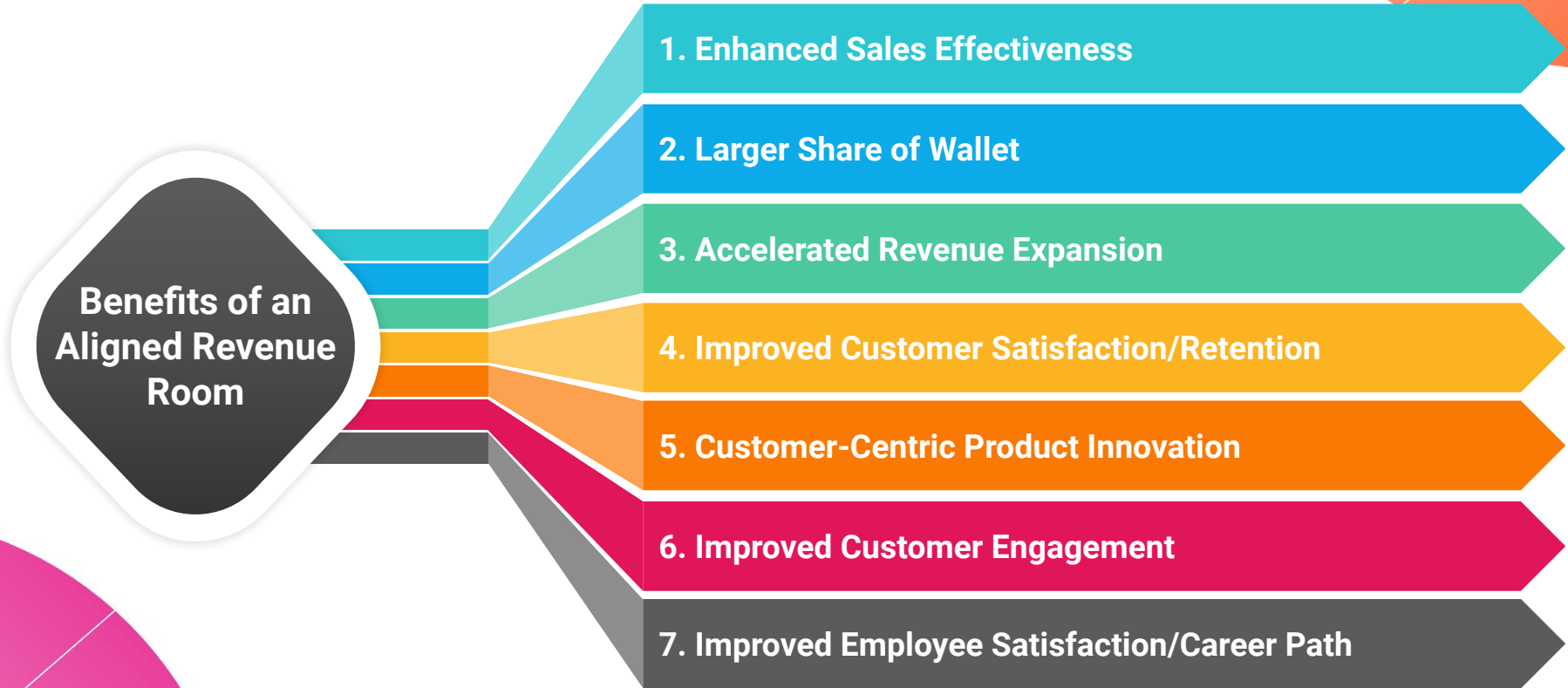




Shared Goals Sample

	Top of Funnel	New Business	Retention	Growth	CSAT/NPS	Reviews
Content	X	X	X	X	X	X
Audience	X	X	X	X	X	X
Production			X	X	X	X
Sales Marketing	X	X	X	X		X
SDRs	X	X				
AEs		X	X	X	X	X
CSM			X	X	X	X
Cust. Serv.			X		X	X

Benefits



Revenue Room Baby Steps

Shared Success



Incentives for all groups involved

- Revenue
- Retention
- Growth
- Customer satisfaction
- Product scores
- Customer feedback

Communication



Cross functional

- Team meetings
- Slack channels
- Weekly reports of all critical KPIs
- Team peer feedback

Feedback Loops



Clearly defined processes

- To communicate, evaluate and respond to customer feedback
- Scoring system to assess quality of response to customer
- Leads from marketing, outbound SDRs, CSMs, and other internal channels

Clearly Defined Goals



Goals need to map to customer needs

- Attendee quality versus quantity
- Content program to drive the quality
- Product innovation to meet new customer demands



H2K Partners

Our Services

Event Organizers & Media Companies



Revenue Optimization

We help customers understand how to optimize their core assets to accelerate revenue growth across digital, virtual, hybrid and in-person.

Sales Training

Coaching and training for full cycle sales reps to help them become more successful at understanding customer needs, capturing maximum wallet share, and improving retention and expansion rates.

Revenue Room Modeling

Align your organization around your customers across marketing, demand generation, sales, retention & expansion.

Influencer Marketing

In Beta: Reach untapped markets using established social media influencers. Full service across influencer identification, selection, negotiation, contract, campaign management and reporting.



Our Services

Event Tech Companies



Outsourced Sales

For early stage event tech companies and/or companies seeking to enter NA markets, H2K Partners offers SDR, AE, and CSM talent. We provide sales recruiting, onboarding, and management.

Product Roadmap Advisory

Using our in-depth understanding of the event market from an organizer, attendee, speaker, and sponsor perspective, we can offer insight into what capabilities you should prioritize and why.

Sales Training

Coaching and training for full cycle sales reps to help them become more successful at understanding customer needs, capturing maximum wallet share, and improving retention and expansion rates.



Introducing Techmatch



Techmatch, a partnership between ClearTone Consulting and H2K Partners, is a comprehensive digital strategy, technology selection, implementation and go-to-market advisory for event organizers. Techmatch helps our customers build a future-forward digital strategy and roadmap across websites, product discovery and community platforms, virtual and hybrid events, and in-person conferences and trade shows.

Digital Strategy | Event Architecture | Technology Stack | Functional Review | Balanced Scorecard | Demo Management | Implementation | Go-to-Market | Team Training

Introducing H2K's Influencer Marketing Service

We identify, secure, and manage social media influencers to promote live, virtual, and hybrid events for our clients. Our influencer solution is a full coverage service across recruitment, contract negotiation, content production & launch, reporting & data analysis. We find influencers who align with your brand identity and who have an authoritative voice in your industry niche with the goal of helping you develop thought leadership, broaden your reach, and acquire new audiences.





Thank You!