



Professional Growth and Development – Curiosity, Knowledge, and Innovation

SOEE what's new...

Professional growth and development are essential ingredients to building and maintaining a high-performance business model. Assembling a team of professionals that seek innovation and creativity is instrumental to market disruption and revenue growth. The **innate pursuit** of knowledge, information, data, and insights will support new market solutions and produce competitive differentiation.

Curiosity, questions, asking “why” will further **identify** areas of focus, **enable** proactive discussions, and **expand** industry thought leadership. Through collaboration and teamwork, employers can leverage the power of knowledge and feedback to enhance business model performance.

SOEE what's the solution...

By leveraging Sales Operations, Sales Enablement, Sales Effectiveness (**SOEE Performance Modeling**) employers can challenge data insights to **improve sales, customer retention, and revenue performance.**

Insights offer perspective into areas of **individual and team development.** Insights create visibility for employers to evaluate **Revenue Operations** and align the most impactful training and innovation plans.

Sales Operations, Sales Enablement, Sales Effectiveness are three inter-dependent functions that require seamless integration to maximize performance. By pursuing SOEE Performance, employers can **isolate strategic areas of opportunity** for **professional growth and development initiatives.**

SOEE what's the value...

Professional growth and development require focus and discipline. Continually pushing the enterprise to stretch, learn, and acquire new skills can be time consuming, exhausting, and mentally challenging.

So why exert the extra effort, when the status quo is working?

To quote the famous actor Denzel Washington; “**Ease is a greater threat to progress than hardship.**”

Becoming complacent, letting “ease” take over daily activities and not striving for the next level of excellence, **will leave opportunity untouched, innovation undiscovered, and progress only a dream.**

Revenue Operation	SOEE Discipline	Professional Growth and Development
Marketing	Enablement	Evaluate omnichannel options and strategy design
Lead Generation	Enablement	Examine target markets and sales distribution channels
Sales Pipeline Mgmt.	Operations	Create analytics to assess sales performance
New Sales Growth	Effectiveness	Develop “win-loss” metrics, capture market sentiment
Customer Boarding	Enablement	Measure speed to revenue, improve growth acceleration
Customer Retention	Operations	Build retention metrics, reduce customer churn
Revenue Leakage	Effectiveness	Analyze contracted quota value vs. revenue capture