



# Enterprise Alignment and Planning – Accelerate Sales Growth and Improve Customer Retention

## SOEE what's new...

**Enterprise Alignment** refers to the ongoing process every employer should prioritize to align strategy and tactical planning. The coordination of department initiatives will impact sales, product adoption, onboarding, and customer retention to accelerate profitable revenue growth.

Enterprise Alignment is challenging, time consuming, and requires dedicated focus related to **Sales Operations, Sales Enablement, Sales Effectiveness (SOEE)**. The pursuit of visionary communication and operational planning will influence short and long-term revenue growth.



Developing a **culture of execution** with a purpose towards business development, sales, and customer retention requires commitment and leadership. By leveraging the expertise within each Center of Excellence (COE), significant milestones can be achieved, and departments will become empowered.

## SOEE what's the solution...

Understanding the customer journey from lead generation through revenue recognition is critical. In addition, evaluating customer churn analytics and revenue leakage will prove equally beneficial.

## Example Customer Journey



## Example COE Structure

Finance	Legal	Marketing
Accounting	Security	Pricing
Human Resources	Technology	Data Analytics
Incentive Compensation	Operations	Product Management

## Example Use Case

- **Finance:** Builds revenue and expense budget. Impacts quota targets and resource additions.
- **Human Resources:** Supports talent acquisition. Impacts open requisitions, territory coverage.
- **Legal:** Assists contracting and negotiation process. Impacts speed to close, ease of doing business.
- **Operations:** Delivers effective customer boarding. Impacts revenue recognition and retention.
- **Technology:** Develops hardware and software infrastructure. Impacts sales, boarding, retention.
- **Marketing:** Creates brand image. Impacts business development and establishes market presence.
- **Product Management:** Defines customer solutions. Impacts competitive offerings and market innovation.
- **Data Analytics:** Provides data segmentation. Impacts market intelligence and growth planning strategy.

## SOEE what's the value...

The development of **SOEE performance modeling accelerates with Enterprise Alignment**. Working together on data management, process design, and enabling technology drives business development, customer retention, and performance analytics. **Enterprise Alignment** impacts the speed of tactical execution and go-to-market strategy to disrupt competitive trends and exceed customer expectations.