



Expand Profitable Revenue Growth

SOEE what's new...

Many organizations today are facing increased pressure **to expand and manage revenue growth while continuously improving operating margins**. In response, new functional areas are being explored, funded, and established related to Sales Operations, Sales Enablement, and Sales Effectiveness (SOEE).

The new challenge? Defining the vision, value, strategy, and tactical responsibilities of SOEE.

Regardless of terminology, SOEE requires clear definition and development. The outcome will produce consistent alignment of enterprise strategy and Center of Excellence transparency to deliver on financial objectives.

SOEE what's the solution...

Developing efficient and effective SOEE framework requires strategic discipline, focused tactical execution, cross functional teamwork and visionary planning. Continual review of short-term goals, long-term objectives, and current resource allocation are imperative to this dynamic function.



Sales Operations - tactical functions that support enterprise strategy to improve sales performance, product adoption, client retention, and reduce churn. A strong focus on data management, process design, and enabling technology creates the foundation for profitable revenue growth.

- Sales and Pipeline Governance
- Renewal and Retention Management
- Contract and Cancellation Capture
- Product, Pricing, Solution Catalog
- CRM and Technology Roadmap

Sales Enablement - systematic alignment of technology, business development, enterprise strategy and initiatives to produce efficient and effective client engagement.

- Cross Functional Enterprise Alignment
- Product, Marketing, and Thought Leadership
- Business Development and Pre-Sales Support
- Reporting, Forecasting, and Budgeting
- Training, Education, and New Hire Onboarding

Sales Effectiveness - analysis and evaluation of sales performance, product adoption, client retention, and revenue capture. Provides analytical insights to Sales Operations and Sales Enablement to enhance strategy and tactical plan execution.

- Strategic and Targeted Segmentation
- Performance Management and Territory Planning
- Analytical Insights and Revenue Capture
- Business Intelligence and Value Based Pricing
- Incentive Compensation Planning, Design, Administration

SOEE what's the value...

Sales Operations, Sales Enablement, and Sales Effectiveness are defined to **influence strategy, expand and manage revenue growth while continuously improving operating margins**. The key to aligning three very complex and interdependent concepts requires dedicated leadership, structured communication, and continual transformation.