

Sales Strategy in 2023.

Insights from Top Sales Leaders.

Check out the latest insights that we gathered from our Roundtable on how top leaders are tackling this year's sales landscape. This time we were joined by the revenue leaders of Rinkel, Otrium, Mambu, Parkbee and GoodHabitZ Don't miss out!

Mastering Focus & Prioritization

For many revenue leaders, focus & prioritization are the most challenging topics when it comes to making an impact in an organization. You want to do as much as possible in the shortest amount of time. Learn how to prioritize the most impactful changes, understand you can't achieve everything at once, and go for the things that bring in the highest revenue fastest.

RevOps: the New Rock Stars

More and more companies realize that having a RevOps specialist or team is a big accelerator for their business. Connecting all commercial teams, tools, processes, and systems is of the utmost importance to have seamless journeys and flows internally. They also often take ownership of the data to protect its health and quality of it. They are the glue that keeps everybody together and working as efficiently and effectively as possible.

Crafting a Data-Driven GTM strategy

When dealing with ambitious growth targets, how do you know where to grow? How do you decide which segments to target and on the basis of what kind of metrics? In other words: how do you steer your whole commercial organisation to those prospects and customers that bring the highest CLV fastest? Hence, the importance of a sound and data-driven go-to-market strategy.



Simplifying Processes and Systems for Success

There is a thin line between having processes or systems work for you or against you. When you design them, always take into consideration how easy it is for teams to execute. Don't overcomplicate things. Prevent your employees from not wanting it or not getting it. Simple, agile, valuable, and clear are the key principles to success.

The Bonus Myth

It is a myth that there is one perfect bonus structure. However, best practice shows that a max of 4 KPIs, both lagging and leading, works the best for the commercial teams. But how about your non-commercial teams? Could it be a good idea to incentivize them on hard and soft skills as well, if they take the extra step? All in all, the most important thing to do when discussing bonus structure is that it needs to be simple, clear and drive the whole team to your key goals.

Magnify Roundtable

All of these insights were gathered during our April roundtable edition. Every month we host a discussion between revenue leaders from leading companies. Interested in being part of the conversation? Visit our website: lets.magnify.com/round-table.

Participants.





