COST REDUCTION AND REVENUE ACCELERATION FOR ENTERPRISE SALES TEAMS THROUGH DIGITAL REVENUE INTELLIGENCE.

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HOW DIGITAL REVENUE INTELLIGENCE IS HELPING ENTERPRISE SALES TEAMS OPTIMIZE COSTS AND ACCELERATE REVENUE.

Enterprise teams are no strangers to cost optimization. As the economy, the marketplace, and business strategies shift, CSO's and CRO's reassess how to spend their money. The events caused by COVID are an extreme example. The past year's uncertainty froze headcounts, reduced budgets, and put sales teams under the microscope.

Now, revenue teams are constantly being asked to do more with less. According to Gartner, nearly 80% of employees expect cost pressure in the next 12 months. Even with reduced budgets, every opportunity must be won, every cent captured, and every salesperson must perform at their maximum. Simultaneously, revenue leaders still need to reduce their cost of sales to increase profitability.

Leaders are being asked to freeze headcount, limit expenses, and reduce tech stacks while continuing to deliver the same amount or even more revenue.

How can you do more with less? The answer lies in the optimization of sales teams through modern-day revenue intelligence platforms.

These platforms, like BoostUp.ai, collect data from the very beginning of the sales process through customer retention to detect patterns, identify gaps, provide recommendations, and improve performance at every level of the organization.

Revenue intelligence platforms reduce the cost of sales by increasing the productivity and effectiveness of current resources. They ensure that salespeople, managers, and resources are used to their maximum potential.

> **"Cost optimization is a business-focused, continuous discipline to drive spending and cost reduction while maximizing business value. "**
>
> **Gartner**

COST OPTIMIZATION THROUGH REVENUE INTELLIGENCE IS AS FOLLOWS:

Increased sales manager productivity from digital asynchronous deal reviews.

Managers can review more deals to increase the number of wins. Also, increased efficacy means they are capable of managing more reps in the same amount of time. Sales headcount can be increased (if needed) without the need for more managers.

Digital deal reviews → power just-in-time coaching → enable reps to work more opportunities per week.

Revenue intelligence platforms allow reps to self-identify problem areas, act faster, leading to increased sales performance with less waste. Smart assistance allows each rep to manage more opportunities causing More revenue to be achieved with the same headcount, removing the need for additional sales hiring and the associated onboarding and training costs.

Reduced sales stack cost.

The size of modern-day sales stacks is out of control. Revenue intelligence platforms take the place of several tools and serve as the central command for revenue teams.

ENABLE MANAGERS TO BE 15% MORE PRODUCTIVE.

When managers are more productive, they can review more deals and manage more reps in the same amount of time.

With BoostUp, managers have been proven to review twice as many deals. This provides them with the capability to manage more reps. Therefore sales headcount can be increased without the need for additional management

roles while maintaining (or even increasing) the quality of sales manager activities.

Since managers can review more deals, they are also able to "touch" more opportunities.

This provides salespeople with the crucial support, guidance, and feedback they need to close deals and generate revenue. With more opportunities reviewed, managers can positively influence more deals for increased sales performance.

See exactly what is happening inside each deal, with AI-driven risk analytics based on sales activity data.

"With BoostUp, we've been able to break down the barriers between every member of the account team. With this newfound visibility and transparency, along with actionable insights and intelligence at our fingertips, our sellers can focus on the right action at the right time to move a deal forward in a quick, concise manner. The result is a higher-performing, more profitable, far more efficient, and actionable sales organization."

Robert Sliker
Director of Business Management, Windstream

DOUBLE COACHING MOMENTS WITH DIGITAL DEAL REVIEWS.

Sales hiring is expensive. There is a significant amount of cost and complexity in finding, onboarding, training, and ramping new reps who won't be at full quota for at least six months.

So how do you generate more sales revenue without adding additional reps? Sales coaching. Sales coaching has been proven to maximize the performance of any sales team, but it essential that is done correctly.

Revenue intelligence platforms further empower more efficient and effective sales coaching. The vast majority of sales coaching is done through a gut feeling of perceived needs.

Instead, these tools use sales activity data to specifically identify where individual reps are struggling so managers can coach each salesperson's unique needs. The result is a sales team in which each person functions at a far higher level. The team wins more opportunities to generate far more revenue with any additional headcount.

"With BoostUp, I can inspect pipeline in 1/10th of the time, call deals 2x more accurately, which helps us as an organization forecast more efficiently and reliably. Our sales leaders now have an excellent lens to evaluate deal risks instantly."

**Stephen Daniels
Head of Revenue
Operations, Branch**

How is my team doing meeting/week ▾ ?
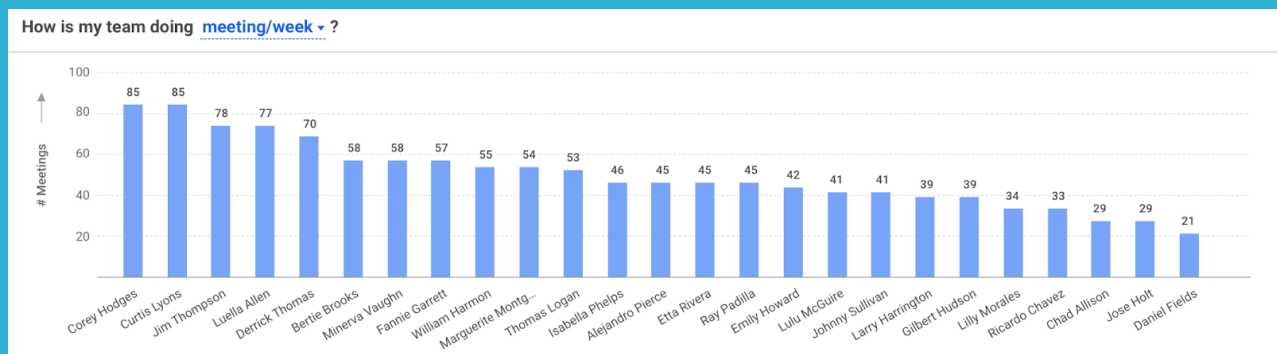
Understand exactly where each salesperson stands in relation to their goals to ID and remedy problems before they impact revenue attainment.

BoostUp

REVIEW MORE DEALS PER SALES REP.

With the deal review speed of managers increased, they can focus on more sales opportunities possessed by individual reps. This means they can better assist each salesperson with their pipeline, increasing individual

quota attainment. The result is increased revenue without costly investment into sales hiring, which could potentially only add more unproductive sales reps.

In BoostUp, these deal reviews are also powered by AI-driven insights that measure deal risk and recommend how to mitigate it. Managers not only can review more deals, but they can immediately identify the steps that need to be taken, further increasing the speed with which they work and the impact that they create.
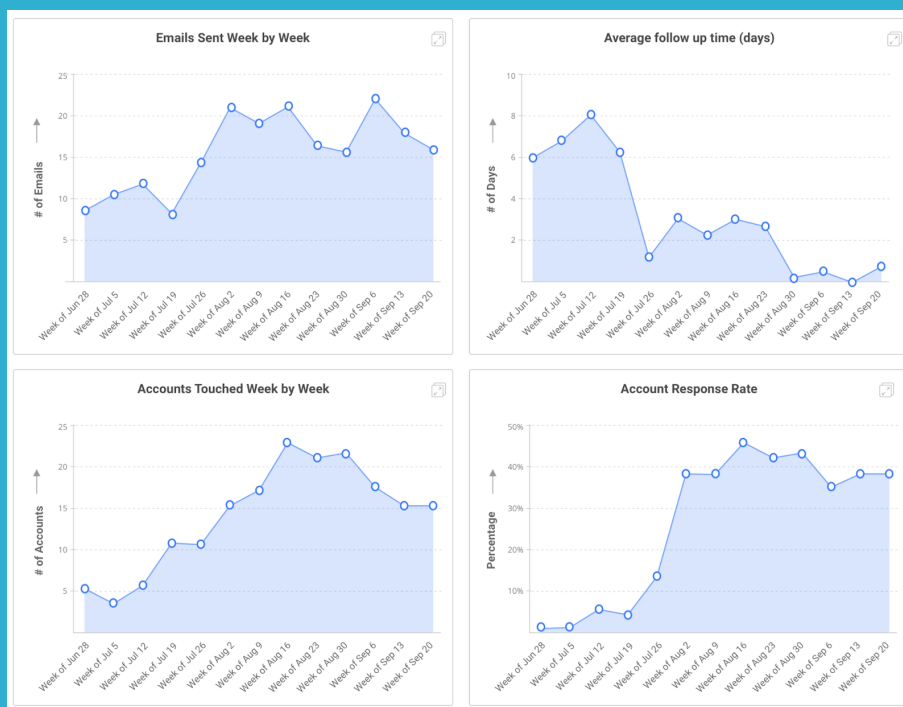
Review key sales activity metrics to identify trends.
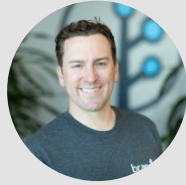
INCREASE SALES REP PRODUCTIVITY BY 10%.

Adding sales headcount is extremely expensive, as the costs of hiring, training, and onboarding are not returned until months, or even years later. Now, when the need for increased revenue is immediate, teams cannot unnecessarily spend and wait for a return.

One of the best ways to increase sales revenue while simultaneously maintaining or reducing cost is simply to boost the performance of your current reps.

As previously mentioned, individualized sales coaching programs with the assistance of AI are guaranteed to drive effectiveness.

Empowering reps with their own dashboards also leads to greater performance. In BoostUp, salespeople can see the same data afforded to managers. They can quickly assess and understand precisely which opportunities are at risk, and the steps they can take to remedy them.

Sales teams can grow revenue without the costs of adding new headcount. Further, revenue intelligence platforms provide additional ROI on coaching and training programs by enhancing their impact. High-performing and well-supported salespeople are also more satisfied in their roles, reducing employee turnover and further negating costs.

Opportunities (146)					
DEAL NAME	TO DO'S	USER	ACCOUNT NAME	FORECAST RISK	ENGAGEMENT RISK
Acme Sales	4	Janice Caston	Acme Inc.	84 High	75 High
Sterling Cooper				80 High	56 Medium
Gekko & Co				75 High	65 Medium
Hooli				29 Low	75 High
Wonka Industries Requireme...				55 Medium	55 Medium
Wayne Enterprises				50 Medium	30 Low
Duff Corp Sales Team				45 Medium	70 High

+ Add a To Do

✓ Follow up with **Sam** (VP Marketing, Last engaged 7 days ago)

○ **Sharad** (CEO) to touch **Kris** (CRO) (not touched so far)

○ Send Branch case study & ROI calculator

○ Prepare for IT meeting in 4 days. Listen to last call.

Review key sales activity metrics to identify trends.

BoostUp

REDUCED SALES STACK COST.

With modern-day sales stacks ballooning to over 10 tools, teams will find much-needed cost reduction in the consolidation and elimination of certain technologies.

Fortunately, revenue intelligence platforms serve sales and customer success teams from the very beginning of the sales process through customer retention.

The data they collect also replaces that of many point-oriented tools providing greater accuracy and insights while broadening the view to provide an understanding of the entire process. At the same time, a reduction in the sales stack further reduces overhead costs.

BoostUp.ai combines various revenue intelligence functionalities such as sales forecasting, sales analytics, opportunity management, account management, conversational intelligence, and activity insights into a single platform that drives:

1. **Single implementation and single vendor to manage.**
2. **Lower costs.**
3. **Higher adoption across your sales team under a single user interface.**

BoostUp: Complete Revenue Intelligence
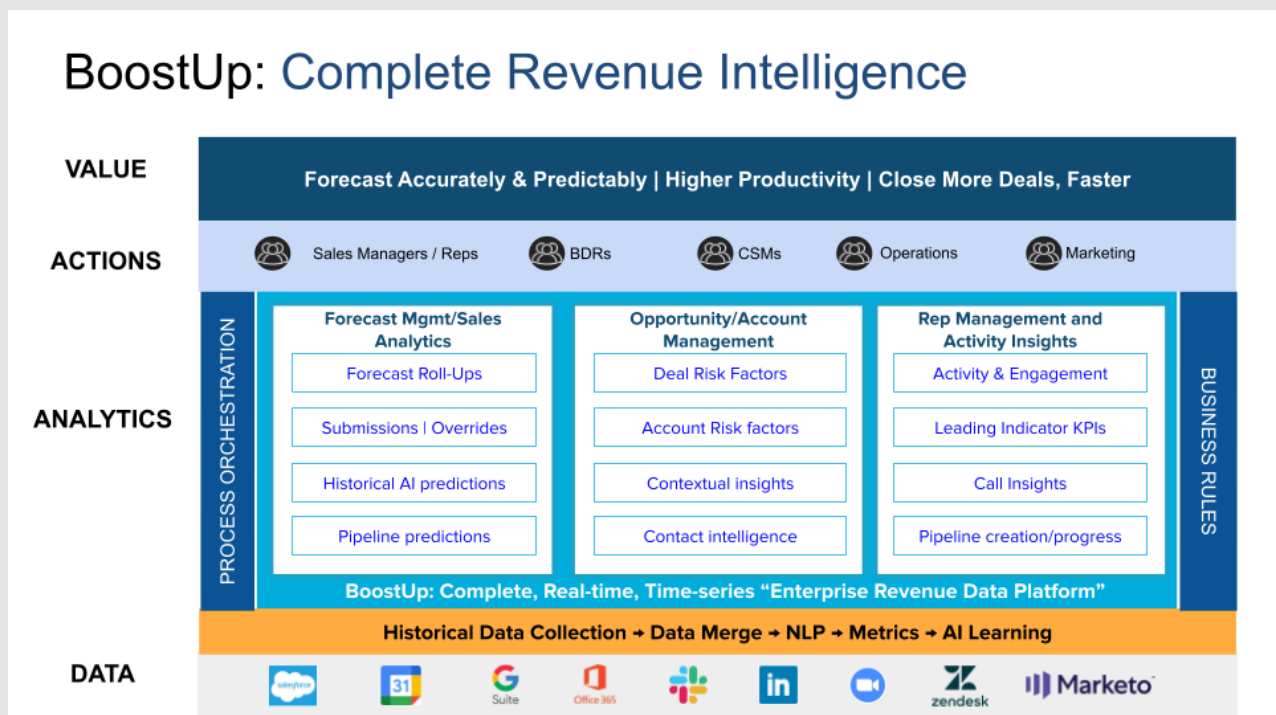
ABOUT BOOSTUP.AI

BoostUp can help you reduce your cost of sales while simultaneously improving sales performance through better forecasting, coaching, and risk mitigation.
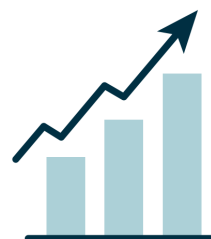
To get in touch, you can email us at demo@boostup.ai.

1-5 DEALS
MORE DEALS PROGRESSED/QUARTER

10-50 DEALS
SAVED PER WEEK /MANAGER

1-3 DEALS
MORE DEALS WON EACH QUARTER

High Performer WINTER 2021

G2 Users Love Us ★★★★★ 4.7

High Performer Mid-Market WINTER 2021

BoostUp.ai
2040 Martin Ave.
Santa Clara, CA 95050
www.boostup.ai
www.linkedin.com/company/boostup-ai