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| **Challenges that Impact Revenue Growth** | | | | | |
| * Not attracting new customers/users * Minimal differentiation impacting Profits * Poor Brand Awareness and Influence * Poor sales coverage | | * Messaging inconsistencies * Poor customer satisfaction * No partner/channel strategy * No customer up sale and cross sale strategy | | | |
| **How we conquer your Challenges** | | | | | |
| * Create strategies that grow users / customers * Drive Lead Generation Strategy & Execution * Create innovative Content Programs * New Markets and or Product Strategies * Value-based Selling Differentiation Training | | * Business Partner/Channel Development * Improve Brand Positioning * Coach and Build Sales & Marketing Teams * Execute Retention & Engagement Strategies * Implement Cross Sale and Up Sale Strategies | | | |
| **Business Types we Target** | | | | | |
| **Startups**  Seed funding attained | **Emerging Growth**  Series A&B Equity funded | | | **Mature**  Funding Sought for Expansion | |
| **Key Industry Experiences** | | | | | |
| * Technology (Cloud, SaaS, Software Dev, Security) * Technology Services | * Transportation & Logistics * Life Sciences * Environmental | | | | * Financial Services * Manufacturing * Pharma * … |
| **Why TechCXO?** | | | | | |
| * **We provide a cost-effective revenue growth expert to work on your business without paying the high cost of a full-time Chief Revenue Officer (CRO).** * We provide a fresh perspective on how to grow assets, find and implement strategic partnerships, develop operational efficiencies, and mentor junior marketing/salespeople. * **We take ownership of the success or failure of your company’s marketing campaigns.** * Our CRO Outsourcing strategy allows your company to scale. | | | * **We provide an objective perspective into the effectiveness of your client engagement efforts in support of improving customer satisfaction and loyalty.** * We provide strategies that helps with minimizing customer churn. * **We help increase revenue ROI by optimizing your company's existing marketing programs,** **marketing technologies, sales enablement, and inbound marketing approach.** * We mentor and lead your revenue staff, helping them quickly sharpen their skills and become more valuable assets. | | |

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