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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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