

A PLAYBOOK FOR IN-HOUSE REVENUE OPERATIONS.

B2B REVENUE NOW



LEAD YOUR REVENUE OPERATIONS



**WITH THE BEST KEPT SECRETS OF ACCOUNT-
BASED MARKETING & SALES.**

ATTE SALLAMO

**B2B
REVENUE
NOW**



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THE PUBLICATION

Author: Sallamo, Atte

Title: B2B Revenue NOW: Lead Your Revenue Operations with the Best Kept Secrets of Account-Based Marketing & Sales.

ISBN:

978-952-80-3656-2 (paperback)

Publisher: BoD – Books on Demand, Helsinki, Finland

Manufacturer: BoD - Books on Demand, Norderstedt, Germany

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*For all those who stood by my side going
through this journey... My family, friends old
and new, and most of all, to the journey of
life itself.*

*Special thanks to my mother and father
who've always believed in me, even when I
didn't myself.*

WHAT'S THE 'ACCOUNT-BASED' METHODOLOGY?

(AS DEFINED IN THIS BOOK)

First of all, it's the framework that fuels your B2B revenue operations: it aligns marketing and sales.

But often when you ask the questions, “*what is it?*”, you come to meet the very ‘broad’ and popular way of defining this key term as someone replies to you: “*...it's marketing/sales done to your specific target accounts which are expected to grow your business the most (vs alternatives), so it's a way of prioritising where your time and energy goes*”.

The above of course is completely accurate!

Because in essence what we – as the practitioners of the Account-Based methodology – are doing is: we are putting our effort, time, energy, marketing

budgets, and the limited time of our sales people to where they turn in the **most high-value clients possible** for our B2B company.

This ‘core spirit’ at the heart of the Account-Based methodology is indeed well captured by our initial broad definition.

But there’s so much more to it...

“How so”, you ask?

Well, the above definition accomplishes in conveying that yes, indeed the individual target accounts (high-value clients) are at the apex of our focus here, but the definition fails to turn this focus into an applicable framework that TAKES CARE of conquering this beast of a goal of yours.

In essence, the initial definition lacks practicality...

It has no real-life clarity that would guide you on your day job and would tell you in detail **HOW** you

are supposed to land the **ambitious growth targets** of your B2B company.

Here the book at hand steps in.

In the following pages, I'll supply you with the frameworks, processes, and the internal communication tools that will ALIGN your revenue operations (of marketing and sales) **naturally**.

Because great alignment isn't something you have to 'manage' that much, it simply 'takes place' when you set up the corporate ecosystem correctly! So that it supports alignment.

To achieve this... we create (or rather, hand over to you) a set of natural and easy-to-use internal communication tools that by design align your revenue operations (marketing & sales) and begin to drive your unified teamwork.

Sounds good?

Great! In that case, keep reading, because this book is all about turning this into a reality.

This can only take place by us diving deep into the **practical applications** of the Account-Based methodology where marketing and sales start to become one. Two parts come together and turn your revenue operations...

From: *marketing + sales = revenue*

To: *marketing x sales = revenue*

→ With alignment achieved, these two business functions begin to AMPLIFY each other (after all, they are two sides of the same coin) as you'll begin to identify, reach, convert, and win deals with those high-value B2B clients that can revolutionise your revenue inflows.

Thus, in this book **we expand the original definition** by including all practical frameworks, that drive your success... because only a practical

application of a processes will create measurable results.

With that in mind, in this book we define Account-Based marketing/sales as follows:

- The original definition: *“marketing/sales done to your specific target accounts which are expected to grow your business the most”*.
- The frameworks that get all this done:
 - Your in-house processes and operations.
 - Your internal communication tools, views, dashboards.
 - Your data structure, measurement frameworks, and goal setting of KPIs/OKRs.
 - The grand strategy that ties together marketing and sales operations.
 - The teamwork model for collaboration and alignment.

- The meeting cadences and agendas that drive execution.
- The infrastructure that pulls all of this together: Ideal Customer Profile, Target Account List, CRM and MAS set up and processes, nurturing flows, the “brand story” you are telling, and so on.

Our goal in this book is to be **very practical**, so that you’ll get to **copy-paste the practices** outlined in the coming pages.

All this you’ll come to turn into a living and breathing reality... into a network of self-standing processes that run themselves and keep your team aligned no matter if the manager needs a day off once in a while. Simply keep flipping the pages, and by the end of the book your B2B growth engine is up and running.

It’s time to begin your journey.

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THE PROCESS:

- 1) FIND YOUR IDEAL HIGH-VALUE CLIENTS.
- 2) UNIFY & ALIGN YOUR REVENUE OPERATIONS.
- 3) EXECUTE! CONQUER YOUR B2B PROFIT & REVENUE GOALS.

IT'S TIME TO BUCKLE UP...

This book holds the BLUEPRINT for that methodology I've used to deliver measurable revenue growth for numerous B2B businesses. The proof and power of this process you'll come to experience firsthand on your own company's balance sheet.

The method has yielded **Return on Investment** ranging from 324%, to 647% in B2B ROI, extending all the way up to 900% ROI and beyond in pure profit.

How is this possible?

In all simplicity, we focus on what matters... on those SPECIFIC revenue-critical actions that scale (**80/20 principle in action**). We amplify them to work in your favor! Identifying your high-value audience, aligning marketing & sales, data-driven leadership, and the Account-Based orchestration of it all.

Once you'll come to graduate from this curriculum, your business has a crystal clear understanding on where to place the energy of your enterprise so it yields the kind of growth that others will envy. This we'll do together by hand-picking the correct alignment processes, leadership practices, and measurement models for your business from the basket that this book is.

...For growth happens when the conditions inside your company support it. That's when you'll conquer your quarterly goals, deliver on your OKRs, and provide measurable (and fresh) revenue inflows that land on the balance sheet fueling your entire business.



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LEARN ABOUT:
*Rev Ops roadmap,
Team structure,
& Leadership.*

