Discover the Maturity Level of Your Organization

Understanding where you are in this journey will help you choose a partner that will get you to the next level faster and more efficiently.

Building a Foundation of Success

- You're actively selling to a robust customer base, but now need to scale the entire operation
- You're seeing a reduction in your overall attrition
- You're changing sales/staffing models training to wind-down over-specialized sales roles
- You have build out intelligent segmentation criteria
- You constantly segment your customer base to take advantage of efficiencies
- You build trigger-based events that help you identify and upsell quickly (using CS type triggers)

Driving Efficiency

- You're scaling into new markets beyond enterprise and mid-market
- You understand the unique needs of each segment and get away from too many specializations
- Your revenue per rep and per campaign are increasing
- You're able to leverage revenue gains to reinvest
- You're scaling, but need to A/B test current partners to find someone who is MOST effective
- You're looking for new efficiencies in every stage of your operation
- You need someone to help you work through persistent challenges in well-established processes

Aggressive Growth Through Optimization

- You hire at scale
- Your focus is on increasing share of wallet and spend
- You utilize health scoring on ALL accounts
- You have established playbooks but are always looking to add proficiency and efficiency
- You have access to advanced tools that provide insights at every stage of the customer journey and the sales cycle
- You're considering entering new market space and introduce new product offerings

How are you getting to the next level?

- You're actively selling to a robust customer base, but now need to scale the entire operation
- You're seeing a reduction in your overall attrition
- You're changing sales/staffing models training to wind-down over-specialized sales roles
- You have build out intelligent segmentation criteria
- You constantly segment your customer base to take advantage of efficiencies
- You build trigger-based events that help you identify and upsell quickly (using CS type triggers)

Working with MarketStar ensures acceleration opportunities in stages 2, 3, and 4 by:

- Scaling your operation
- Unmatched performance
- Utilizing best practices
- Exceptional work culture

Discover the Maturity Level of Your Organization

Unlock the Power of Digital Ad Sales

Maximizing revenue acquisition, retention, and long-term customer value and spend

Driving Efficiency

- You're actively selling to a robust customer base, but now need to scale the entire operation
- You're seeing a reduction in your overall attrition
- You're changing sales/staffing models training to wind-down over-specialized sales roles
- You have build out intelligent segmentation criteria
- You constantly segment your customer base to take advantage of efficiencies
- You build trigger-based events that help you identify and upsell quickly (using CS type triggers)

Building a Foundation of Success

- You're actively selling to a robust customer base, but now need to scale the entire operation
- You're seeing a reduction in your overall attrition
- You're changing sales/staffing models training to wind-down over-specialized sales roles
- You have build out intelligent segmentation criteria
- You constantly segment your customer base to take advantage of efficiencies
- You build trigger-based events that help you identify and upsell quickly (using CS type triggers)

Driving Efficiency

- You're actively selling to a robust customer base, but now need to scale the entire operation
- You're seeing a reduction in your overall attrition
- You're changing sales/staffing models training to wind-down over-specialized sales roles
- You have build out intelligent segmentation criteria
- You constantly segment your customer base to take advantage of efficiencies
- You build trigger-based events that help you identify and upsell quickly (using CS type triggers)

Building a Foundation of Success

- You're actively selling to a robust customer base, but now need to scale the entire operation
- You're seeing a reduction in your overall attrition
- You're changing sales/staffing models training to wind-down over-specialized sales roles
- You have build out intelligent segmentation criteria
- You constantly segment your customer base to take advantage of efficiencies
- You build trigger-based events that help you identify and upsell quickly (using CS type triggers)

Driving Efficiency

- You're actively selling to a robust customer base, but now need to scale the entire operation
- You're seeing a reduction in your overall attrition
- You're changing sales/staffing models training to wind-down over-specialized sales roles
- You have build out intelligent segmentation criteria
- You constantly segment your customer base to take advantage of efficiencies
- You build trigger-based events that help you identify and upsell quickly (using CS type triggers)