

UNLOCK THE POWER OF DIGITAL AD SALES

Discover the Maturity Level of Your Organization



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

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.



What stage is your organization in?



1 Building a Foundation of Success

- You have a firm understanding of where your leads come from, but now you need MORE leads
- You haven't found a successful profile to match the right talent to your business
- You're trying to solve your inability to train sales reps and make/keep them productive
- You have case studies that showcase solid ROI for customers
- You have established outward metrics (not just the superficial ones) but are looking to go deeper
- You're training your teams for specialized sales skills
- You're struggling to land on the right enablement tools
- You're looking for the right reporting, business intelligence, and the ability to forecast accurately
- You need to measure activity to tweak processes and start to ramp production and scale proficiency



2 Accelerating Production

- 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)

3 Driving Efficiency

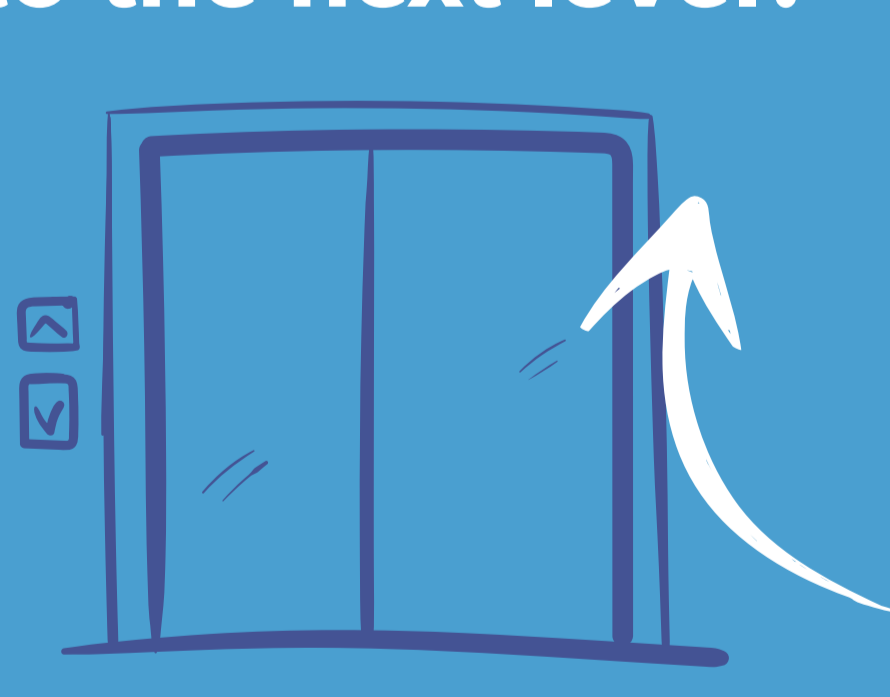
- You're scaling into new markets beyond enterprise and mid-market
- You understand the unique needs of each segment and get away from too many specializations
- Your revenue per rep and per campaign are increasing
- You're able to leverage revenue gains to reinvest
- You're scaling, but need to A/B 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



4 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?



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

Scaling your operation

We ARE experts, so concentrate on product and strategy, and we will sell for you and build your revenue generating maturity.

Knowing how to hire the right talent

As well as train at scale, and manage attrition. We also know how to put the ideal candidate profile into the buying cycle at the right time.

Helping you reduce ramp time

(to sales and revenue generation) by putting the right person at the right point in your sales cycle.

Our unmatched performance

Our expertise allows you to test new possibilities, geographies, and product offerings better than other outsourcing partner.

Utilizing best practices

Creating, capturing, and perfecting best practices over time across multiple accounts and motions – this adds up to an all around improved sales motions.

Our exceptional work culture

Having a culture built for performance and growth, and an environment that enables people to excel at what they do.

