



Stop sleepwalking through a misalignment nightmare

Remove silos and drive increased success with a revenue enablement strategy

How long is it since you last reviewed the alignment of your sales, marketing, and customer success functions?

Siloing of key business functions, whether intentional or inadvertent, can have a significant negative impact on your customer relationships.



Ice Blue Sky recently did a survey of senior B2B technology professionals

which revealed useful insights into real-life problems that can arise from function misalignment, and how a revenue enablement strategy should help you realign and rectify many of these issues.

Revenue enablement

Revenue enablement uses shared processes, tools, data, analytics, and KPIs to make buyer and seller experiences seamless.

According to Gartner¹, it offers 3 main advantages:



Consistency



Alignment



Visibility

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The term 'revenue enablement' was unfamiliar to **47%** of B2B technology leaders.

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Revenue Enablement in the Technology Sector report (Ice Blue Sky, 2024)



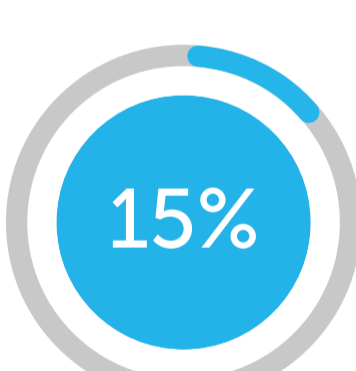
After the concept of revenue enablement was explained, **72%** of survey participants could see **more than 1 key commercial reason for implementing it²**.

For **70%**, a key driver for revenue enablement would be to remove friction and inconsistency from buyer journey to increase win rates, and/or deal size, and/or reduce sales cycle length²



Using different yet aligned perspectives from sales, marketing, and customer success teams, and extending the strategy to joined-up partner enablement,

creates opportunities to close better deals, and reduces the risk of misunderstandings and unmet customer expect



Just **15%** already have a revenue enablement function with full alignment and a clear executive owner².



Survey respondents understood that implementing a revenue enablement strategy could create clear differentiation from competitors in various ways.

Ice Blue Sky has developed a practical 6 step process,

to help businesses transition to a revenue enablement model, from analysing the current position, then implementing a business case and pilot, to achieving a collaborative culture and shared mindset.



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There needs to be a cash-flow plan to achieve what is needed, a roadmap to bring the various stakeholders into alignment, and clarity of purpose, messaging and behavioural execution from the top of the business. This is not a 'project', it's a transformation and the whole business needs to understand their role within it.

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Experienced C-Suite Leader, Global Vendor²

Download your **free** copy of Revenue Enablement in the Technology Sector today.



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