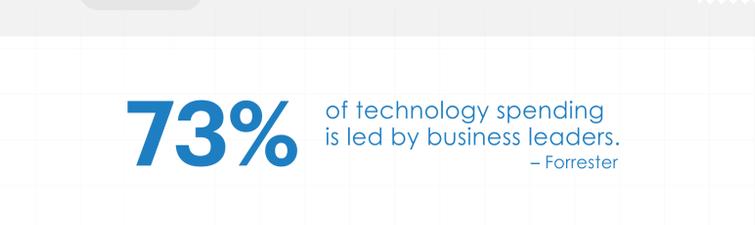


# 5 STEPS TO BUILDING A BIGGER BETTER PIPELINE

## 1. Look at Line of Business



**73%** of technology spending is led by business leaders. – Forrester

The Cloud has made it easier to find and buy solutions without IT.

### The Line-of-Business Customer Seeks:

1. Speed-to-Market
2. Ease of Adoption
3. Measurable Business Value



These leaders are in the driver's seat for making critical buying decisions and focused on solutions that can help them:

- Overcome Business Challenges
- Uncover New Market Opportunities
- Exceed Revenue Goals

### How N3 Can Help:

N3 has incomparable experience connecting with and creating value for line of business decision makers across multiple industries and vertical markets. We know the pains and challenges that they experience managing their goals, and we understand how those pains can be resolved.

## 2. Talk Tech at the Right Time



### Top 3 Reasons Tech Sales Are Lost

1. Inability to Remove Risk
2. Solution Feature Not Tied to Business Needs
3. Sales Person's Lack of Technical Product Knowledge

In today's fast-paced environment, customers **won't** wait to have technology questions answered.

### KEY TO SUCCESS:

Sales team members *should* be able to talk tech, and technical support should know how to facilitate the sale with a customer-service approach.



### Necessary Tech Touchpoints

**Pre-sale:** quickly answer technical questions and remove risk factors

**Post-sale:** help users use the solution and learn all the features

### How N3 Can Help:

By creating a sales team of specialists who excel at their piece of the sales process, N3 aligns the right person to the right place at the right time in the customer's journey, delivering millions of dollars in direct revenue to clients.

## 3. Don't Favor the Field

The days of long onsite implementations are long gone. Today's customers aren't looking for someone to be joined at the hip with their IT teams for months or years. When one door closes...leverage an inside sales organization to drive demand and close revenue at the warp speed customers are looking for.

**67%** of the buyer's journey is now done DIGITALLY.



### Benefits of Inside Sales

- Shortened Sales Cycle
- Higher Close Rates
- Greater Number of Deals
- Greater Cross-Selling Penetration
- Higher Customer Satisfaction

SPECIALIZED Inside Sales People



Can SELL Complex Solutions

### How N3 Can Help:

With 12+ years of experience, N3 is the leader in managing and growing effective cloud and tech-specialized inside sales teams. Through our proven approach, we've helped companies of all sizes transform their inside sales approach to accelerate revenue impact.

## 4. Outsource for Expertise



Change the way you think: Traditionally, sales outsourcing is thought of as a way to save cost. With the right outsourcing partner, you can:



- Gain Incremental Revenue
- Increase Effectiveness of Prospecting + Lead Generation
- Quickly Penetrate New Target Markets

### How N3 Can Help:

At N3, we've done the work to develop an industry-leading, gold standard, modern demand generation model that delivers real pipeline and predictable revenue. Our lead conversion expertise comes from more than a decade of experience listening to customer needs and fulfilling them through equal parts business acumen and technical savvy.

## 5. Set Yourself up to Succeed

For success with sales outsourcing, find a partner with:

- A Proven Performance-Based Approach
- In-Depth Industry Insight
- Technology, Platform, or Solution-Based Expertise



**N3**

As the global expert in Cloud solution sales, N3 drives new and recurring revenue for leading technology companies of all sizes.

Through Specialized Technology, Platform + Solution-Based Sales Expertise, N3 Drives:

**\$1.2B+**

in new + consumption Cloud revenue each year

**72%**

higher Cloud revenue on N3 activated accounts

**20%**

faster sales cycle for net new customers

Learn more about N3's global sales and marketing expertise!

Contact Us

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