

ORGANIC GROWTH IN B2B:

WILL YOU MAKE YOUR 2014 NUMBERS?

ORGANIC GROWTH Revenue gains within existing accounts largely derived from

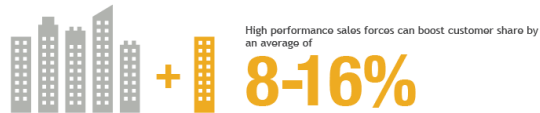
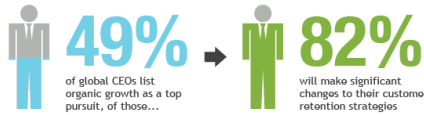
INCREASING WALLET SHARE

PREVENTING DEFECTION



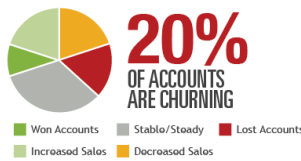
QUICK FACTS:

ORGANIC GROWTH MATTERS



CUSTOMER CHURN:

AVERAGE B2B ACCOUNT STATUS:



CUSTOMER CHURN MAKES GROWTH MUCH HARDER:

10% GROWTH GOAL? FIRST, YOU HAVE TO OVERCOME A 20% CHURN RATE.

**YOU ACTUALLY HAVE TO GROW 30% TO NET 10!**

MASSIVE COMPLEXITY AMPLIFIES THE PROBLEM:

**HUNDREDS OF THOUSANDS OF PRODUCTS**  
NEW MARKETS  
**TENS OF THOUSANDS OF CUSTOMERS**  
COMPETITIVE PRESSURES  
**HUNDREDS OF SALES REPS**  
VOLATILE MARKETS  
NEW PRODUCTS

WHY MANUAL APPROACHES FAIL:

SALES PEOPLE AREN'T ANALYSTS...  
most simply ignore reports



REPORTS ARE BACKWARD-LOOKING...  
they don't help reps make better decisions now or in the future



MANUAL ANALYSIS CAN'T SCALE...  
you would need an army of analysts to thoroughly analyze your entire book of business



A BETTER WAY TO DRIVE ORGANIC GROWTH:

APPLY A PREDICTIVE SOLUTION...

to existing customer data to show sales reps what their customers...



THEN DELIVER...

those customer insights into the tools that reps are already using...



FINALLY, OFFER MANAGERS...

a closed-loop feedback mechanism for greater visibility, collaboration and coaching



THE RESULTS:

**5%+** ORGANIC GROWTH INCREASE IN AS LITTLE AS **3 MONTHS**

TO LEARN MORE, DOWNLOAD THE FREE E-BOOK: **PREDICTIVE GUIDANCE IN B2B**



BRING SCIENCE TO THE ART OF SELLING AND REALIZE MEASURABLE ORGANIC GROWTH.

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1 Bain and Company, Harvard Business Review, 2001  
2 PriceWaterhouseCoopers, 16th Annual Global CEO Survey, 2013  
3 Richardson Sales Training & Strategy Execution, Top Needs for B2B Sales Reps, 2012  
4 The Basics of B2B Sales Success, McKinsey & Company, 2010