

5 Rules for Profitable and Predictable Revenue Growth



This shouldn't come as a surprise: **51% of leaders are focused on revenue growth as a top priority.**¹ For sales leaders, building the required organizational skill, culture, and muscle for profitable and predictable revenue requires the following five rules.

Rule #1 Build Customer Loyalty

Repeat business is the **most** profitable and predictable.



Rule #2 Serve Multiple Channels



72% of B2B companies that sell using 7+ channels grew market share in 2021.²

Rule #3 Prioritize Sales Investments

Target Selling = the **MOST** profitable opportunities

Prioritize your sellers time + **Optimize** your sales channel



Large customers

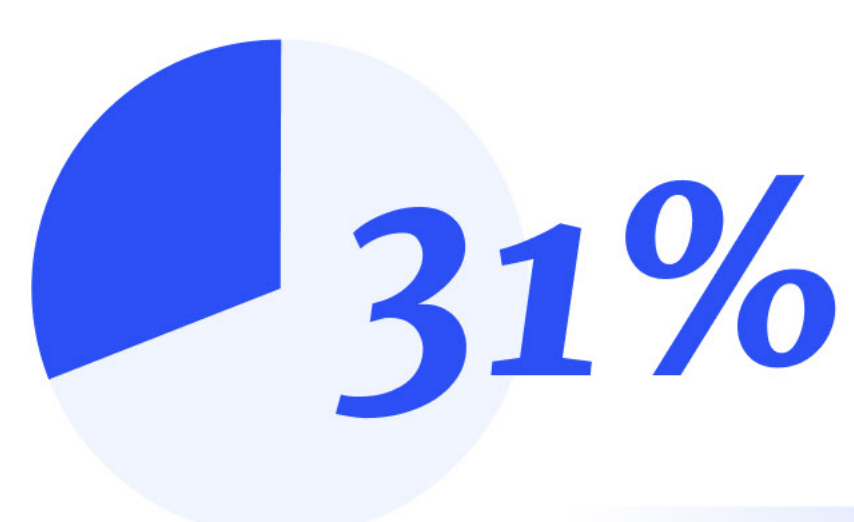
in-person, traditional relationship, and e-procurement portals



Smaller customers

phone, video conferencing, and occasional third-party partners

Rule #4 Acquire and Develop Talent



of leaders cite workforce issues (e.g. talent retention) as top priority.

Up from **16%** in 2021.¹



“It is very difficult for us to find and hire the kind of people we need in our business.”

49% of CEOs agreed with this statement.¹

Seller attrition rates are **36%** higher than expected.³

Every seller leaving costs **7.5 months** of productivity.⁴

Rule #5 Make Technology Effective



of CEOs cite tech (ex., digitalization) a top priority.¹



of CSOs are investing in sales tech.⁵



How can you put the rules into action?
Get the play by play in the Achieving Profitable and Predictable Revenue ebook.

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1 <https://www.gartner.com/en/articles/ceos-turn-a-sharp-eye-to-workforce-issues-and-sustainability-in-2022-23>
 2 <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-new-b2b-growth-equation>
 3 <https://www.achievers.com/resources/white-papers/workforce-institute-2021-engagement-and-retention-report/>
 4 <https://blogs.gartner.com/dave-egloff/2021/08/23/the-greatest-sales-risk-is-the-great-resignation/>
 5 <https://blogs.gartner.com/craig-rosenberg/2021/07/28/sales-tech-mayhem-39-observations-from-a-scorching-hot-tech-market/>