

The Post-Pandemic Revenue Recovery Reality Check

Businesses are being lured into a false sense of security as signs of post-pandemic economic recovery steadily mount and a sense of normalcy increasingly returns. Many companies have confidence that new sales will soon return to pre-pandemic levels. But it's time for a reality check when it comes to revenue recovery.

The Threats to Revenue Recovery



While businesses are hopeful for an immediate return to revenue, they face serious challenges:



Many pre-pandemic sales and marketing tactics are no longer effective



The battle for attention is profound



The pandemic accelerated the move to digital – and we're never going back

Businesses Must Rethink Everything



This change will require a significant shift in how businesses think about some mission-critical functions:



Generating revenue



Organizing human capital resources



Investing in technology



Structuring sales and marketing roles



Marketing and selling in a digital-first world

Adaptation is Essential for Survival



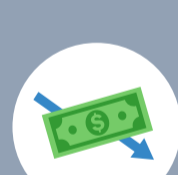
Companies who don't adapt quickly enough to meet their buyers' digital-first preferences will face:



Unfulfilled quotas



Insufficient pipelines



Underperforming profits

There is a Path Forward



On the path to post-pandemic revenue, there are four milestones that every organization must attain for a successful journey:



1. Regenerate Demand

The customer journey has shifted and funnel strategies must follow, with a focus on growing and diversifying lead sources.



2. Scrutinize Pipeline

Businesses must scrutinize standards on definitions of qualified opportunities to avoid an overly rosy and potentially disastrous outlook.



3. Unify Sales, Marketing and Tech

In a digital-first world, it is critical that sales, marketing and IT departments function as one to solve overall revenue objectives.



4. Strengthen Revenue Operations

Utilize a single source of clean and enriched data to identify more prospects, improve conversions and to better prioritize sales efforts.

IMPORTANT

Involve the CEO

The support of the CEO is essential for the reallocation of resources and the investment in technology needed to help address the challenges ahead.



Learn more in our white paper,

The Path Forward: Navigating the Revenue Reckoning:

www.clickdimensions.com/thepathforward