

HOW TO 10X YOUR TECH BUSINESS

WHILE STILL RUNNING PROFITABLY

Companies that find scale don't do so by accident. They invest in key processes and tools to maximize new customer acquisition, customer onboarding, growth, and retention. Get an unfair advantage and 10X your business with TekStack.





Companies that grow profitably are rewarded

Running a B2B tech company is exciting, but you are constantly plotting moves, countering competitors, and jumping on new opportunities. How do you not just grow, but grow profitably, especially when you're up against industry giants with limitless resources?

This challenge of scaling, while maintaining profitability, is where many B2B tech companies find themselves at a crossroads. You need a smarter, more nuanced approach that champions efficiency, innovation, and strategic foresight.

You can drive huge results with small improvements across the company - the question is, are your tools and processes able to keep up? Integrated Revenue Operations will ensure that you do.

THE RULE OF 40

Revenue Operations will tell you who your most profitable companies are, where they came from and how to find more. With TekStack you can perfect your RevOps in 90 days.

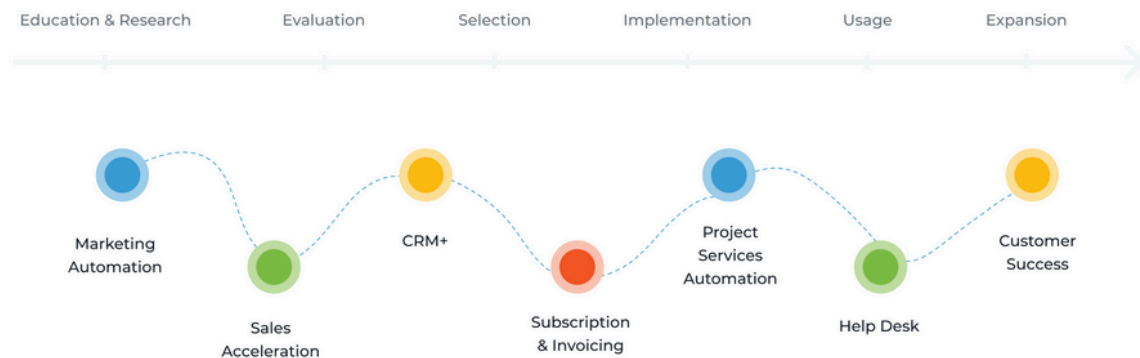
Why is RevOps important to B2B Software Companies?

First, customer acquisition costs are extremely high. It's important to get the most out of your sales and marketing investments. Second, customers aren't as sticky as they used to be. With low switch costs, maximizing lifetime revenue is critical. To do that, you need to take care of your customers and show value early. Third, B2B SaaS companies are valued on multiples of ARR. So the higher the ARR the better. But on top of that, in today's world, you also need to show profitability and growth.

The Rule of 40

The popular metric says that a SaaS company's growth rate when added to its free cash flow rate should equal 40 percent or higher. But McKinsey research finds that barely one-third of software companies achieve the Rule of 40¹. Fewer still manage to sustain it. That's a staggeringly small number and a major missed opportunity.

Rule of 40 leaders understand that good Revenue Operations will ensure you achieve this result, as well as impress your future investors. TekStack took all the tools that a growing, profitable B2B tech company needs to nail 100+ different processes, and pre-built them all in one platform.



WHERE DOES YOUR BUSINESS STAND?
TAKE A FREE REVOPS SELF ASSESSMENT

¹McKinsey. "SaaS and the Rule of 40: Keys to the Critical Value Creation Metric."

START WITH CUSTOMER ACQUISITION

In the B2B tech world, acing sales comes down to three key strategies: pinpoint targeting, standout value, and smart marketing.

Nail your Ideal Customer Profile (ICP)

Get crystal clear on your ICP. It's all about understanding exactly who your product is for and tailoring your sales approach to meet their specific needs and pain points.

Define your Unique Value Proposition

What makes your solution a must-have? Your value proposition should be clear, concise, and highlight what sets you apart from the competition. Make it compelling and defensible.

Master your Marketing Tactics

Effective marketing is your best ally in sales. Focus on:

- Crafting a positioning statement that makes your stand clear
- Creating engaging content – guides, blogs, videos – to support your sales narrative
- Keeping up a steady drumbeat on social media to stay on your audience's radar
- Leveraging detailed contact and account data to fine-tune your outreach
- Capturing intent from buyers
- Nurture buyers through their journey so you are always top of mind
- Building outbound sequences that grab attention and inbound strategies that reel prospects in.

Tech-Enabled Sales Efficiency

Leverage tools like TekStack for a sales and marketing edge. From marketing automation and CRM to specialized outbound sequencing and in-depth reporting, the right tech stack can make all the difference in streamlining your sales process and driving results.

Actionable Insights

Don't guess – know. Get the insights you need to refine your strategy, understand your market better, and make decisions that drive growth.

SELL SMARTER

Equip your sales team with the tools needed to target precisely, engage effectively, and close efficiently.

Boost Team Efficiency

Your sales team's efficiency hinges on the right tools and insights. With real-time access to key metrics, every move is informed, every strategy optimized.

A Prescriptive Approach

Scale your sales efforts with a prescriptive sales process tailored for B2B software companies. Set clear activity expectations, streamlining the marketing-to-sales handoff, and ensuring a cohesive approach to every sales opportunity.

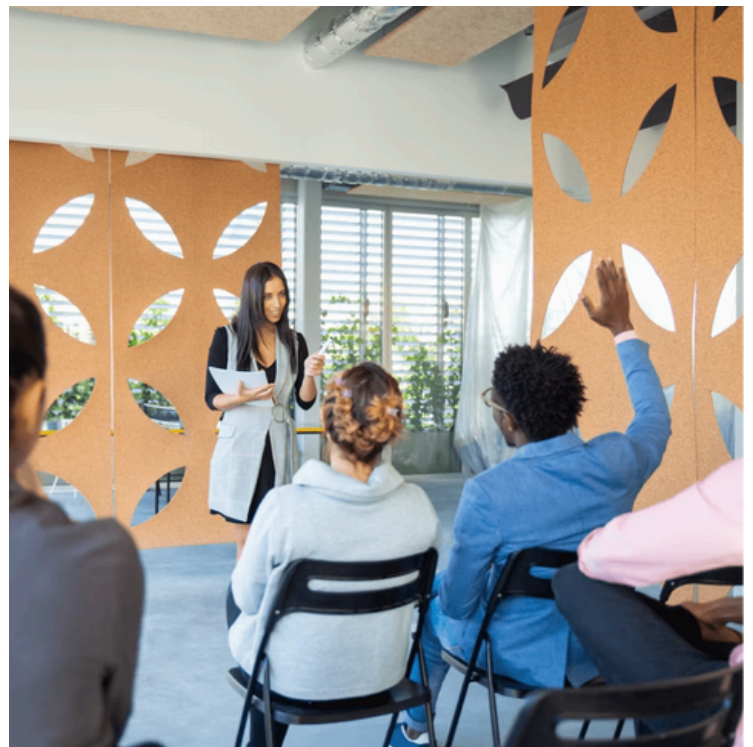
Tools for Every Step

TekStack offers a suite of tools designed to enhance every phase of the sales process, from initial contact to closing the deal. Expect templates, document management, and collaboration tools that keep your team aligned and efficient.

Tools for Effective Coaching

Improving sales velocity is a combination of shortening sales cycles, winning more deals, increasing win rate, and getting sellers to build their own funnel. Nothing impacts this more than good coaching. TekStack gives sales leaders the tools to implement good coaching practices.

- Secure one-to-one collaboration spaces
- Seller activity metrics
- Seller performance metrics
- Opportunity velocity metrics



ONBOARD CUSTOMERS FASTER

Effective onboarding is crucial for both customer satisfaction and optimizing service revenue. TekStack streamlines this process with its Integrated Professional Services Automation (PSA) features:

Standardized Onboarding Procedures

Create new projects from templates so that the best customer experience is achieved. TekStack will allow you to standardize:

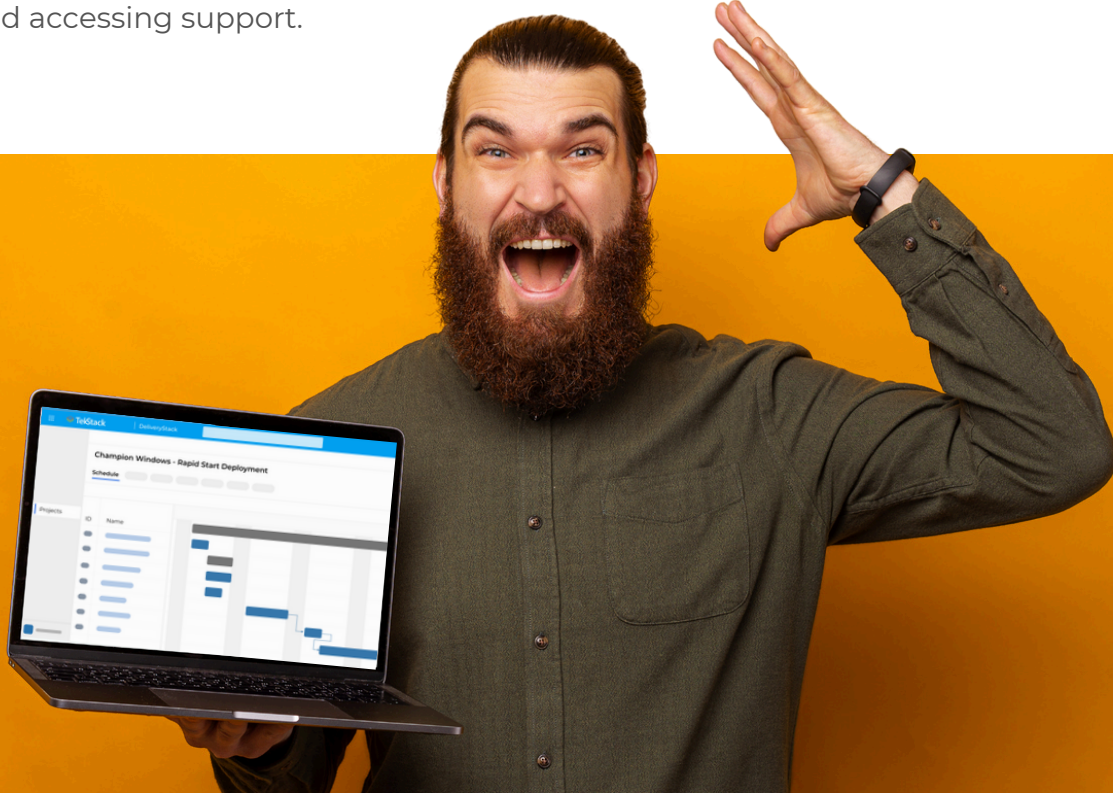
- Project Task structures
- To-dos and key actions for assigned resources
- Project task budgets so the team know what is expected
- Communication to customers through status report templates

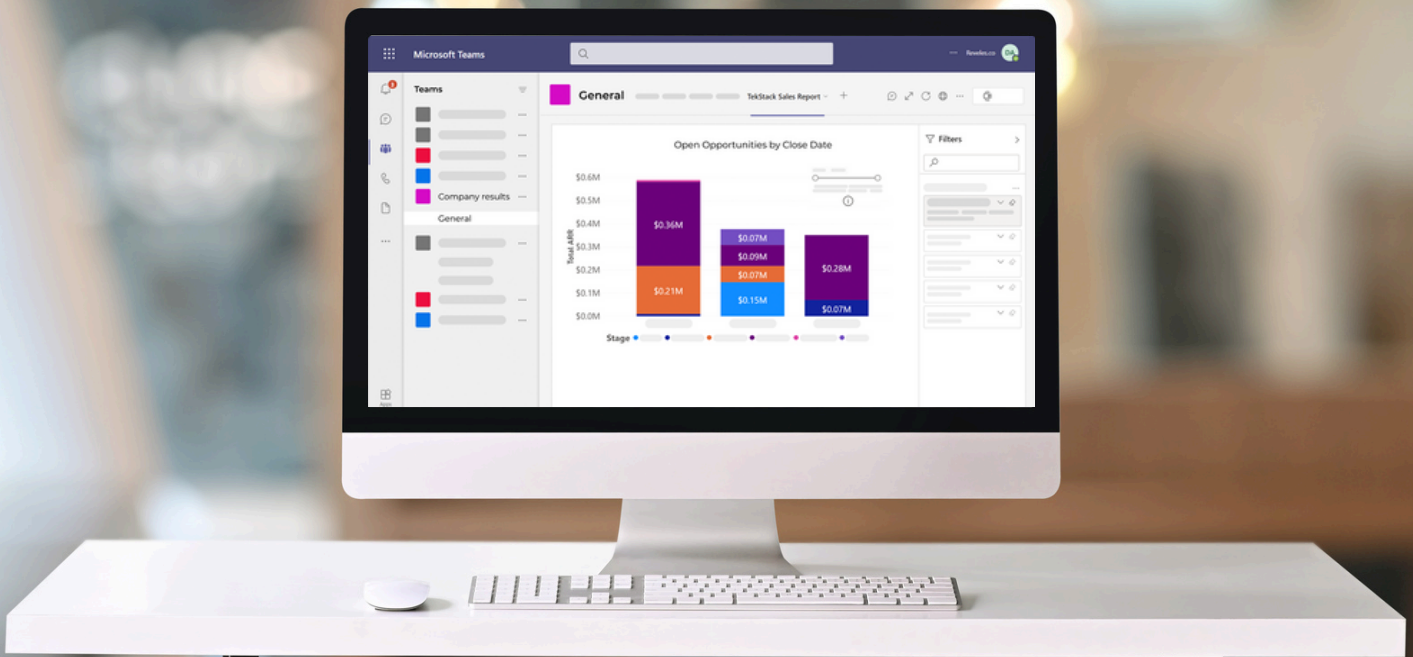
Enhanced Team Collaboration

TekStack's advanced integration with Microsoft Teams and SharePoint makes it easy to manage documents and work together. TekStack creates Teams Channels for each project and organizes OneNote files for detailed notes, as well as the document location making them available from every app and on any device.

Empowering Customers through Self-Service

Give customers control with access to a self-service portal for uploading documents, updating tasks, reviewing progress and budgets, viewing invoices, and accessing support.





SAY GOODBYE TO SERVICE REVENUE LEAKS

Resource Scheduling and Utilization

Maximizing your resource utilization is crucial for profitability. But you need a clear overview: who's available, who's skilled for the task, and how to efficiently assign them to projects. TekStack simplifies this with:

- Project templates that streamline planning.
- Resource assignment based on roles or skills.
- Tracking to ensure resources are fully utilized and on task.

Adaptable Billing for Customer Satisfaction

In a world where customers seek risk mitigation, offering flexible billing is key. Whether it's fixed price for peace of mind or time-based for flexibility, TekStack has you covered with:

- Options for fixed or time-based billing, even hybrids.
- Easy milestone release for invoicing.
- Visibility for finance on upcoming billing milestones.
- Automated invoicing and progress tracking to keep everything on track.

Keeping an Eye on Margins

Understanding your project costs versus revenue is non-negotiable. TekStack offers transparency:

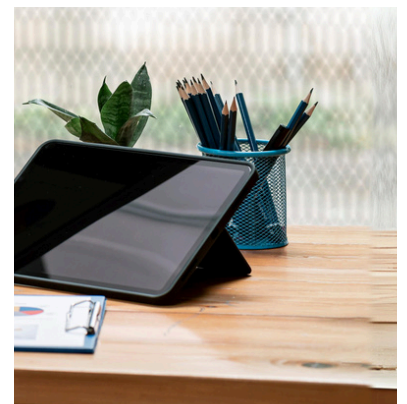
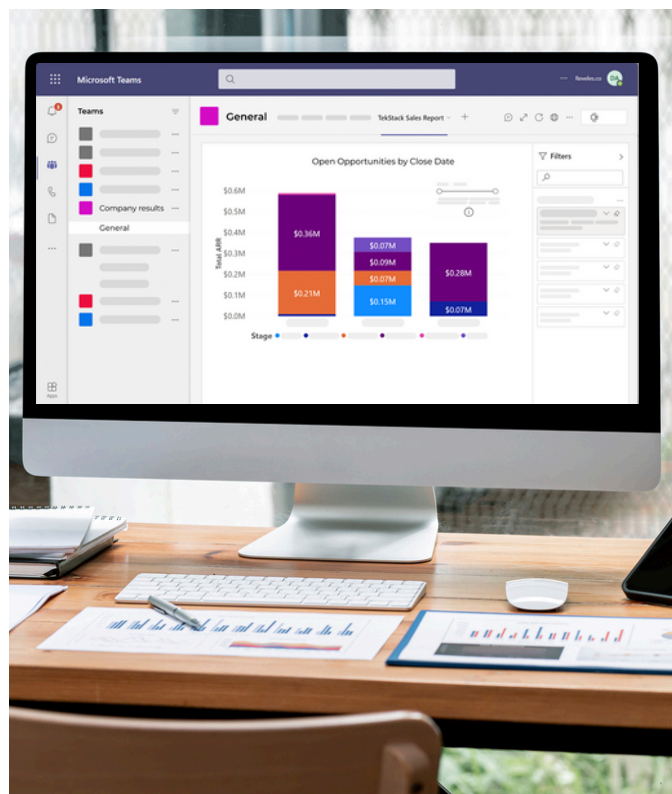
- Clear visibility into budgeted and actual costs at task or project level.
- Tracking effort variances to spot potential overruns early.
- Classifications to compare efforts across projects, ensuring you're allocating resources wisely.

IS YOUR MOST IMPORTANT REVENUE IN A SPREADSHEET?

Most B2B SaaS companies are trying to track their recurring revenue in a spreadsheet. With TekStack, you'll get all of your subscription data tracked automatically, providing access to key data like renewal dates, revenue classification by product and type, all visualized in Power BI reports.

TekStack delivers a full set of B2B SaaS metrics, delivered in Power BI

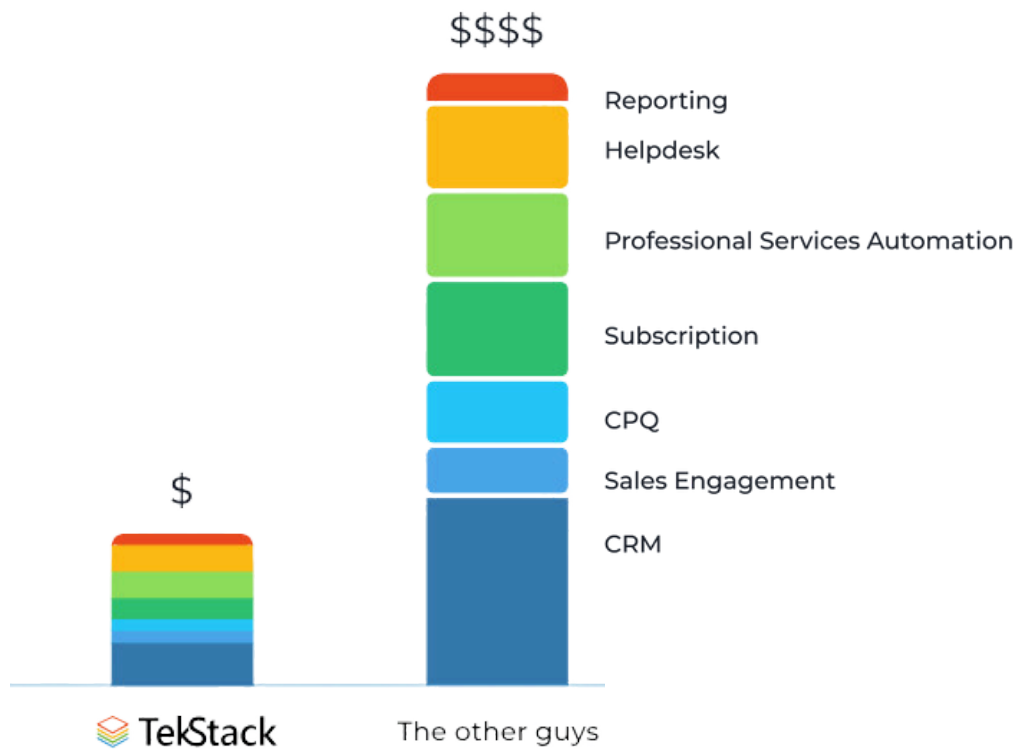
- Subscription Momentum by Product, Customer, Month
- Annual and Monthly Subscription Growth
- Net and Gross Retention
- Funnel Growth
- Customer Renewal Information



THIS SOUNDS EXPENSIVE

Except it's not.

We have a handy little calculator that allows you to compare the cost of other CRM systems next to TekStack. The savings come in the form of reducing overlapping licenses, and lower cost user licenses. Factor on top of that savings with the fact that TekStack includes application support, upgrades, and multiple sandboxes in our deployments.



How much could you save with improved revenue operations?
Crunch some numbers with our ROI Calculator

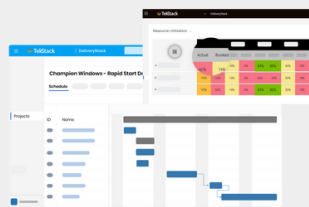
[CALCULATE NOW](#)

ONE APPLICATION FOR EVERY STEP IN THE CUSTOMER JOURNEY



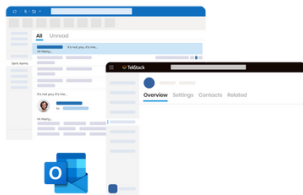
CRM built for B2B Tech

Everything your sellers need to build pipe, delight and engage buyers, and manage opportunities.



Services Delivery

Transition to fixed priced or managed services delivery, get the most out of your existing team, and improve your customer's project delivery and onboarding experience.



Supercharge your outbound sales team

Increase the prospecting productivity of your outbound sales team by 5x using automated sequences. 100% native, fully connected to your Outlook account for maximum deliverability.



Marketing Automation

Our partnership with Click Dimensions provides native marketing automation capabilities - giving you all you need to scale your marketing success.

(AND WE MEAN, EVERY STEP)



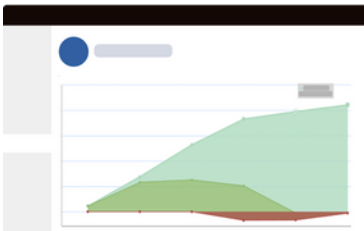
Key Metrics Reporting

No need to build reporting yourself. TekStack has all the key indicators you need out of the box, delivered with PowerBI.



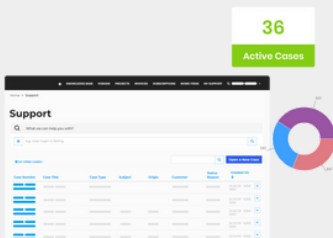
Customer Success

Your software company's success is dependent on your customer's success. Track customer health, get a 360 degree view and run playbooks with TekStack.



Revenue Management

Why are you managing your most important revenue in a spreadsheet? TekStack gives you the tools you need to manage your ARR - track revenue, manage renewals and automate invoicing.



Help Desk

Makes sure your account relationships and stages are up to date by incorporating Forrester's B2B Revenue Waterfall. Related contacts cascade from key account information so all your data is in sync.

WHAT'S NEXT?

Schedule a conversation, we'll be delighted to show you what we do for B2B Tech companies. We are very transparent and forthcoming, no games with us.

GET IN TOUCH

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