

# ACCELERATING GROWTH

Helping Mid-Market Companies Exceed Revenue Goals

## WHAT WE DO



**Force Management** helps businesses drive rapid revenue growth by focusing on four critical areas of sales effectiveness - sales messaging, execution, planning and talent. We work with mid-market companies to align their entire organization around the value and differentiation they bring to marketplace. As a result, they are able to accelerate growth and increase market share.

## HOW WE DO IT



We help growing companies assess both the capability and potential of their client-facing teams to optimize and execute their growth strategy. Our staged approach to growth helps measurably improve sales performance and effectiveness, so that sales organizations can re-accelerate growth and gain market momentum.

## RECENT CUSTOMERS

Successful recent companies include:



- Actifio
- Apptio
- Bazaarvoice
- Catchpoint
- Clearslide
- HireVue
- Medallia
- Nutanix
- Okta
- Qualtrics
- Rapid7
- Sprinklr
- SnapLogic
- Tanium
- Zuora

## MEASURABLE RESULTS

### VERACODE

- Faster ramp-up time
- Consistent deal review process
- Re-accelerated growth in the company improving its number for three quarters straight



- Landed 7 out of the 10 largest subscription deals in history
- Drove a 45% growth of their subscription number



- Gross margins expanded
- Company turned cashflow positive
- Customer satisfaction dramatically improved over 12 months