# REAL RESULTS

## Communications Investment and Sales Impact

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# 3 BIG CEO QUESTIONS

- How well are you performing in your area of the business?

- How well are you leveraging the resources you already have?

- How are you contributing to the prosperity and growth of the business?

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# KEY STEPS TO SUCCESS

- Think like a CEO
  - Correlation v. Causality
  - Be sure to rigorously manage opportunity cost

- Understand your functional performance
  - Be able to accurately "call the ball"

- Understand what ROI really is
  - Build an income statement for your function
  - Run your function like an investment fund

- Connect the dots with Sales productivity
  - The proven "jujitsu move" that really works

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# EXAMPLES OF SUCCESS

- HP
  - Began to think in terms of their metrics, not "my metrics"

- BMC v1
  - Started to "call the ball" – used past data to get more credit
  - Started to quantify impact on sales velocity – budget discussions changed
  - Generated a documented 20X ROI

- Honeywell Aerospace
  - Began to see the impact on deal expansion and sales velocity
  - Used data to govern investment across the marketing envelope
  - Generated a documented 50X cash-on-cash ROI

- BMC v2
  - Generated a documented 40X cash-on-cash ROI

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# WHAT REALLY MATTERS

- Supporting the 3 Legs of Sales Productivity

- Driving tight alignment with Sales Teams

- Redefining the marketing mix calculation

- Refocusing the business on Total GTM Investment

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# BIG UPSIDES

- **Run it like a business**: predictiveness, efficiency, opportunity cost, relative value, cost of success, cost of failure, impact on sales

- **Think in new ways:** relative audience value, content half-life, ad cost equivalency, lost opportunity value

- **Spotlight contribution:** show how effectively and efficiently they did it, and explain it's value to the business

- **Work in unity:** Establish clear alignment and eliminate subjectivity around performance

- **Calibrate** spend with outcomes

- **Credibility and the "Seat at the Table"**

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# MORE WITH MORE

# LESS WITH LESS