



A FOUR-CORNER
ECOSYSTEM

THE MODINTELECHY

RECURRING
REVENUE
BLUEPRINT





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IT'S TRUE, IT TAKES AN ENTIRE ECOSYSTEM

If your B2B organization aims to thrive in the subscription economy, you've probably heard the phrase “**recurring revenue**” tossed around in a meeting or two. It's certainly a buzzy concept that demands attention—more money, less effort, generally driven by some splashy piece of tech with flashy capabilities. But if you're not nurturing the ecosystem behind the technology, your recurring revenue strategy might be stumbling off the starting block.

What do we mean?

You came to the right blueprint.



01



CORNER 1

A PEOPLE-FOCUSED FOUNDATION

The Customer-Obsessed Approach

Consider a scenario where an existing customer is interested in a premium version of your product. A customer-obsessed strategy involves making this journey as smooth as possible—simplifying the subscription process, offering clear pricing structures, and ensuring that support is readily available should they encounter any hiccups. Often times, a shift toward digital buying experiences will empower you to not only meet these expectations—but exceed them. It’s about eliminating potential obstacles that might deter them from completing the purchase.



83%

of B2B buyers say they prefer ordering or paying through digital commerce.

SOURCE
Gartner

Creating Memorable Customer Interactions

Beyond a frictionless experience, it's about creating moments that leave a lasting memory. A memory they'll access when it's time to spend money. Suppose this same customer encounters an issue while updating their e-commerce store on your platform. A customer-obsessed approach would involve timely, personalized assistance that addresses their specific challenge—maintaining a valuable experience beyond the initial purchase. Or in an ideal state, their information is stored in a CRM and we know when, why, and what pain point their original purchase was solving—providing the context you need to provide a really valuable experience. These are the kinds of interactions that stick in a customer's mind when it comes time to renew, upsell, or otherwise. Or in some cases, you can build these “issues” into your customer journey and play hero by selling in the solution.

Mapping The Customer Journey

“Customer journey” used to be a term reserved for leads, prospects, and audience members that are on a journey toward making a purchase. But once that first purchase is made, the real customer journey begins. If you're a B2B SaaS provider, you might have a batch of customers signed up for the base package of your product—but do you have a journey mapped out for upselling to the premium version? Do they even know about the premium version? Giving them the right information at the right time gives you a chance to squeeze more revenue from customers that already have a relationship with your brand.

A study showed account-led content syndication campaigns lead to:

200%
Revenue Increase

300%
Return on Investment

SOURCE
B2B Unbound

Tailoring Strategies Toward Touchpoints

With diverse customers at different stages in their journey, one-size-fits-all strategies often fall short. Say you provide marketing automation solutions—your clients may range from startups dipping their toes into digital marketing to established enterprises seeking advanced marketing analytics. A generic approach would miss the mark for both segments.

Tailoring strategies toward touchpoints involves recognizing these differences and crafting customized approaches for different stages of the customer journey. For the startup, your strategy might focus on educating them about the fundamentals of marketing automation during the awareness phase. As they progress and show interest in advanced features, your approach would shift to providing guidance on leveraging those capabilities effectively.

By understanding where your customers are in their journey, you can align your strategies to resonate with their specific needs and challenges. It's about delivering the right content, assistance, or incentives at precisely the right moment—increasing revenue opportunities at every stage.

CORNER 2

THE POWER OF ACCOUNT INTELLIGENCE

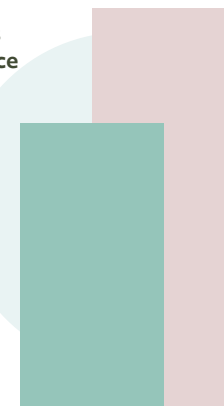
Unlocking the Potential of Customer Data Platforms (CDPs)

Consider Customer Data Platforms (CDPs) as your trusted guides in this golden age of data. Almost like a compass, these platforms help you navigate the vast sea of customer data—where every little interaction a customer makes with your brand is filed away and ready to be leveraged. So when an exec from a global brand interacts with your website by downloading a whitepaper on cloud security, you might discover they've already churned on a separate service you offer—a powerful combination of data you can now use to bring them back in. In a sea of data, CDPs serve as your strategic lighthouse, illuminating the path forward.

Companies that implemented a B2B sales and marketing intelligence solution realized:

35%

more leads in their pipeline



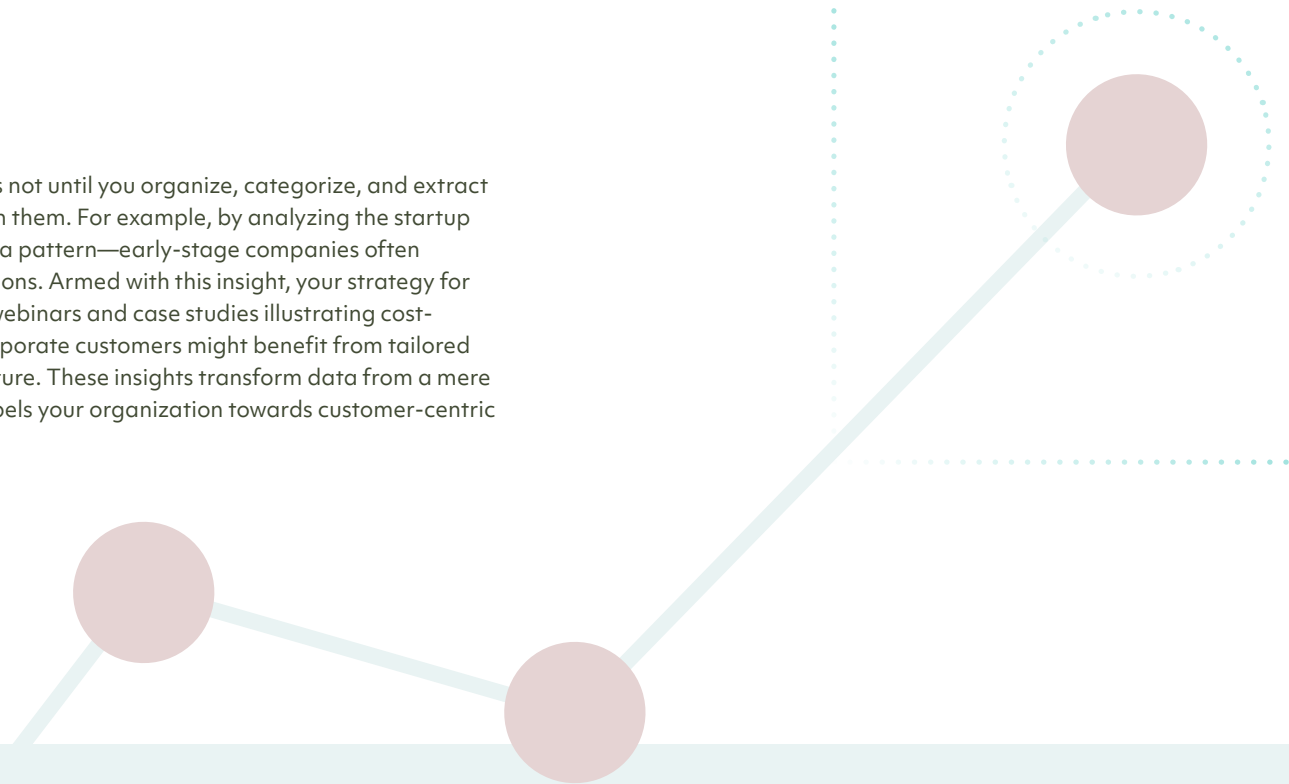
45%

higher-quality leads, leading to higher revenue and growth

SOURCE
Forrester

Turning Raw Data into Actionable Insights

All this data is great, but who's connecting the dots? It's not until you organize, categorize, and extract insights from these datasets that you derive value from them. For example, by analyzing the startup prospect's interactions from earlier, you might discern a pattern—early-stage companies often seek guidance on transitioning to cloud-based operations. Armed with this insight, your strategy for engaging startups could revolve around educational webinars and case studies illustrating cost-efficiency through cloud adoption. Meanwhile, the corporate customers might benefit from tailored consultations on scaling their existing cloud infrastructure. These insights transform data from a mere collection of information into a strategic tool that propels your organization towards customer-centric success.



Iterate, Iterate, and Iterate Some More

With every insight gained, you can refine your strategy for each customer segment. The more data you receive on mid-level customers hungry for cost-effective cloud storage solutions, the more you can tailor your content to emphasize the economic advantages of your product and provide step-by-step guidance. If the data tells you enterprise-level clients prioritize scalability and security, you can focus your content on your robust security features and how they seamlessly scale across large organizations. And most importantly, when and where they receive this content should also be tested—ensuring we're maximizing the right moments. By tailoring your strategies and speaking the language of your customers, you're more likely to capture their attention and resonate with their specific needs.

Flipping Tailored Strategies into Personalized Content

Imagine an analytics tool that tracks your customers' usage patterns and interactions with your cloud services. For the mid-level customer, the tool could send timely notifications and resources when it detects they're encountering common challenges during their cloud transition. These resources might include troubleshooting guides or invitations to webinars tailored to their stage of the journey.

For your enterprise customers, the analytics tool could provide them with quarterly reports highlighting how they've efficiently scaled their cloud operations and showcasing the robust security measures in place. Such personalized experiences foster customer loyalty and can open doors to upselling opportunities.

79%

of organizations that exceeded revenue goals have a documented personalization strategy.

SOURCE
BusinessWire



CORNER 3

THE ART OF ALIGNMENT

Mapping Technology to Business Goals

It's crucial to understand that technology alone is not the solution—it's an enabler. Your software company might aspire to streamline its renewal processes through automation. They invest in a sophisticated contract management system, expecting it to single-handedly solve their renewal challenges. Yet, without clear alignment with their overarching business objectives, they find themselves drowning in data and struggling to achieve meaningful results.



Balancing Innovation and Practicality

There's a delicate balance between innovation and practicality when it comes to technology. While innovation can drive progress, it should always be in service of your B2B organization's specific objectives and needs.



Avoiding the Technology Silo

Remember the dangers of technology silos, where advanced tools operate in isolation from the broader business strategy. Find strategies to ensure seamless integration, where technology acts as a cohesive force in achieving your B2B recurring revenue



Visibility and Awareness

The technology you're implementing shouldn't be a secret—socialize the who, what, where, when, and why within your organization to create opportunity for buy-in.

Empowering Your People

You're a B2B manufacturing company that just purchased a flashy piece of automation tech. The idea is to automate and optimize your renewals process—but it's not as simple as "plugging it in." To accomplish this, you need your teams to be well-versed in the utilization of renewal automation tools, understanding their intricacies and capabilities. However, without the right training and enablement, organizations eventually find themselves with a sexy tech stack collecting dust.

Transformation isn't driven by technology. It's driven by the people pushing the buttons and pulling the strings of that technology behind the scenes. By investing as much in your team as the software you asking them to use, you'll foster a culture where great ideas are elevated by technology—rather than the technology itself being the big idea. This leads to more robust revenue outcomes, positioning your organization for long-term recurring revenue success.

Enablement Tailored to Specific Roles

By using an audience-centric approach to designing training materials and catering to the specific roles within your organization, each team member gains the skills and knowledge relevant to their responsibilities. In the context of recurring revenue, this might involve role-specific collateral for sales teams, customer success teams, and more.

Impact on Revenue Outcomes

Gain a deeper understanding of how investing in your team's development can directly impact revenue outcomes, and shout that impact from the rooftops! From enhancing the efficiency of renewal processes to elevating the effectiveness of upselling efforts, well-trained and empowered teams become instrumental in driving recurring revenue growth.

Adoption and use of marketing tech across marketing and sales teams is one of the **top-3** self-reported weaknesses among CMOs.

SOURCE
Gartner

CORNER 4

THE PROCESS THAT POWERS IT ALL

Identifying Bottlenecks and Iterating Quickly

Begin by conducting a meticulous examination of your workflows. Identify bottlenecks, areas of inefficiency, and potential roadblocks. With this insight in hand, iterate swiftly to optimize these processes, making them more streamlined and efficient. For instance, if you're a software company, you might spot bottlenecks in your software release cycle, leading to delayed product updates. Rapid iteration can help streamline this process, ensuring timely releases that satisfy customer needs.

Busting Silos Between Departments

Many organizations fall prey to siloed departments, each functioning in isolation. But in the context of recurring revenue, silos can be detrimental. The process synergy approach advocates for breaking down these silos and fostering cross-departmental collaboration. Sales, marketing, and customer success departments need to collaborate seamlessly to ensure a consistent customer journey. This means aligning their strategies and working collaboratively to maximize revenue potential.

Building a Collaborative Framework

The first step is to establish a collaborative framework that encourages communication and coordination among your departments. For instance, if you're a B2B software provider, your customer success, sales, and marketing teams need to collaborate closely to ensure that upselling opportunities are identified and acted upon promptly. Creating a framework that outlines responsibilities, communication channels, and KPIs can foster alignment and enhance revenue potential.

Highly collaborative teams drive **208%** more revenue as a result of their aligned marketing efforts.

SOURCE
LinkedIn

Measuring the Impact of Alignment on Revenue

To gauge the effectiveness of your alignment efforts, you need to measure the impact on revenue. Implement KPIs that reflect the success of cross-departmental collaboration. For instance, if your goal is to improve upselling, track the percentage of upsell opportunities identified and converted. By quantifying the impact of alignment, you can refine your strategies and continuously enhance revenue outcomes.

The Art of Enablement: Building a Program Identity

In the world of recurring revenue, treating your internal teams like consumers can be a game-changer. Imagine a B2B organization launching a revenue enablement program aimed at aligning its teams. Without effective communication and engagement strategies, the program lacks an identity, causing confusion among employees. It's about building a program identity that inspires change, mitigates confusion, and transforms your teams into enthusiastic advocates for recurring revenue.

Branding Your Program

Just like a consumer product, your revenue enablement program needs branding. This branding should convey the program's purpose, goals, and benefits to your teams. For example, branding your program as "Revenue Accelerator" communicates its objective clearly. But that's just the beginning—your logo, messaging, and larger program identity should resonate with your teams and become a welcomed, familiar entity.

Creating an Awareness Journey

To drive change and mitigate confusion, you need an awareness and education journey. This involves a structured approach to introducing your program, educating your teams about its significance, and guiding them through its various phases. Consider creating engaging content, such as videos, workshops, and interactive sessions, to foster understanding and enthusiasm. Just as you aim to provide a superior customer experience (CX), ensure your employee experience (EX) is equally exceptional when it comes to embracing the revenue enablement program. This journey should be ongoing, with opportunities for feedback and improvement, ensuring continued alignment, and enthusiasm across your organization.

70%

of growing companies share the exact same content with over a quarter of their team.

SOURCE
Yesware



MOD/INTELECHY

DATA-DRIVEN CREATIVE MARKETING

CONCLUSION

Come On In, Recurring Revenue

Empowering the Ecosystem

In the world of B2B, the pursuit of recurring revenue is more than just a trendy concept; it's the key to sustained success. By embracing this holistic approach and nurturing the four corners of the ecosystem, we don't just chase after recurring revenue; we invite it into our organization. It's a recognition that success isn't solely about the tools we use but the people, processes, and alignment that propel our journey forward. With this comprehensive strategy, we position ourselves to thrive in the subscription-driven economy and secure a prosperous future. In other words—come on in, recurring revenue!

Learn more at modintelechy.com

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