

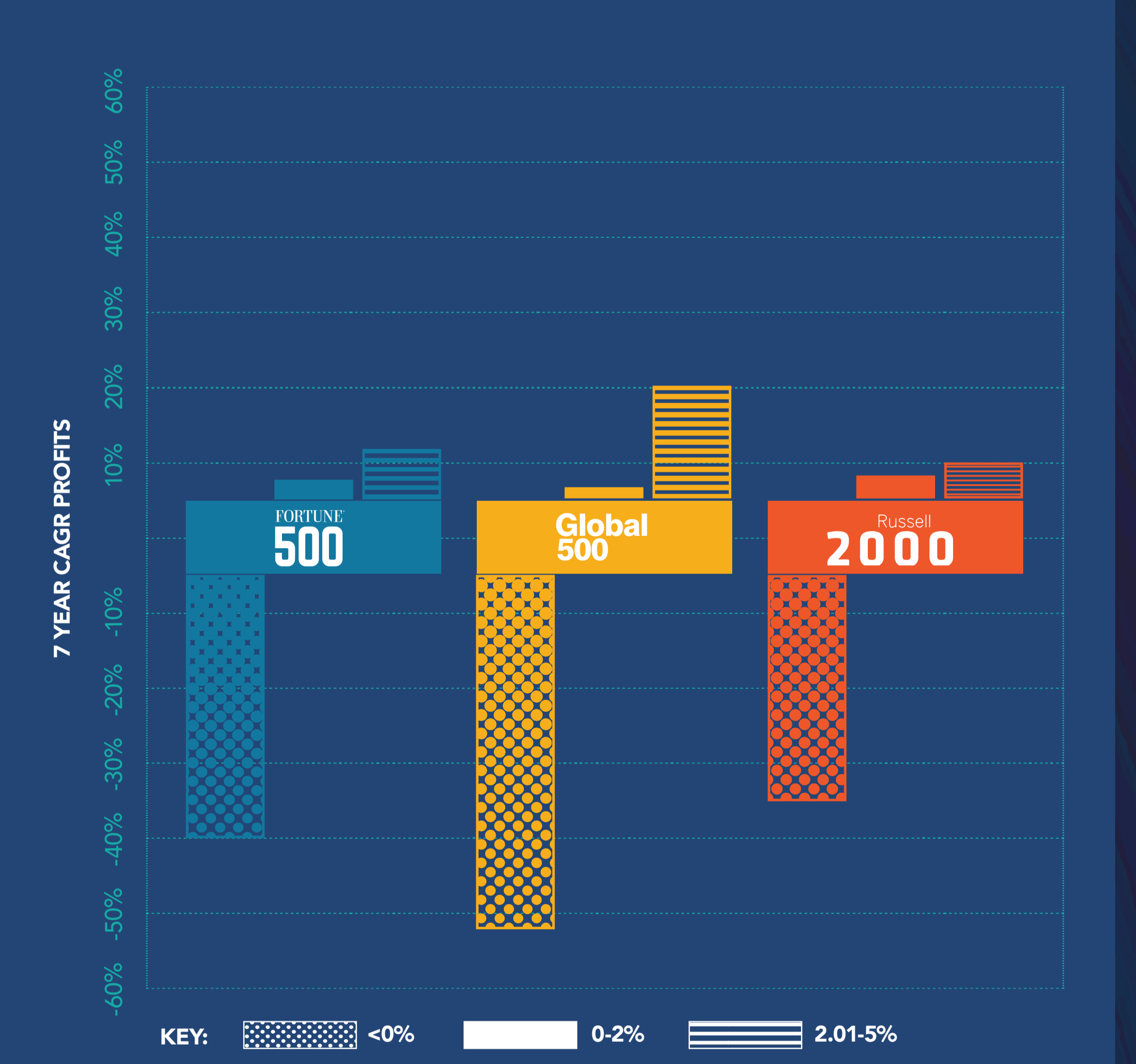
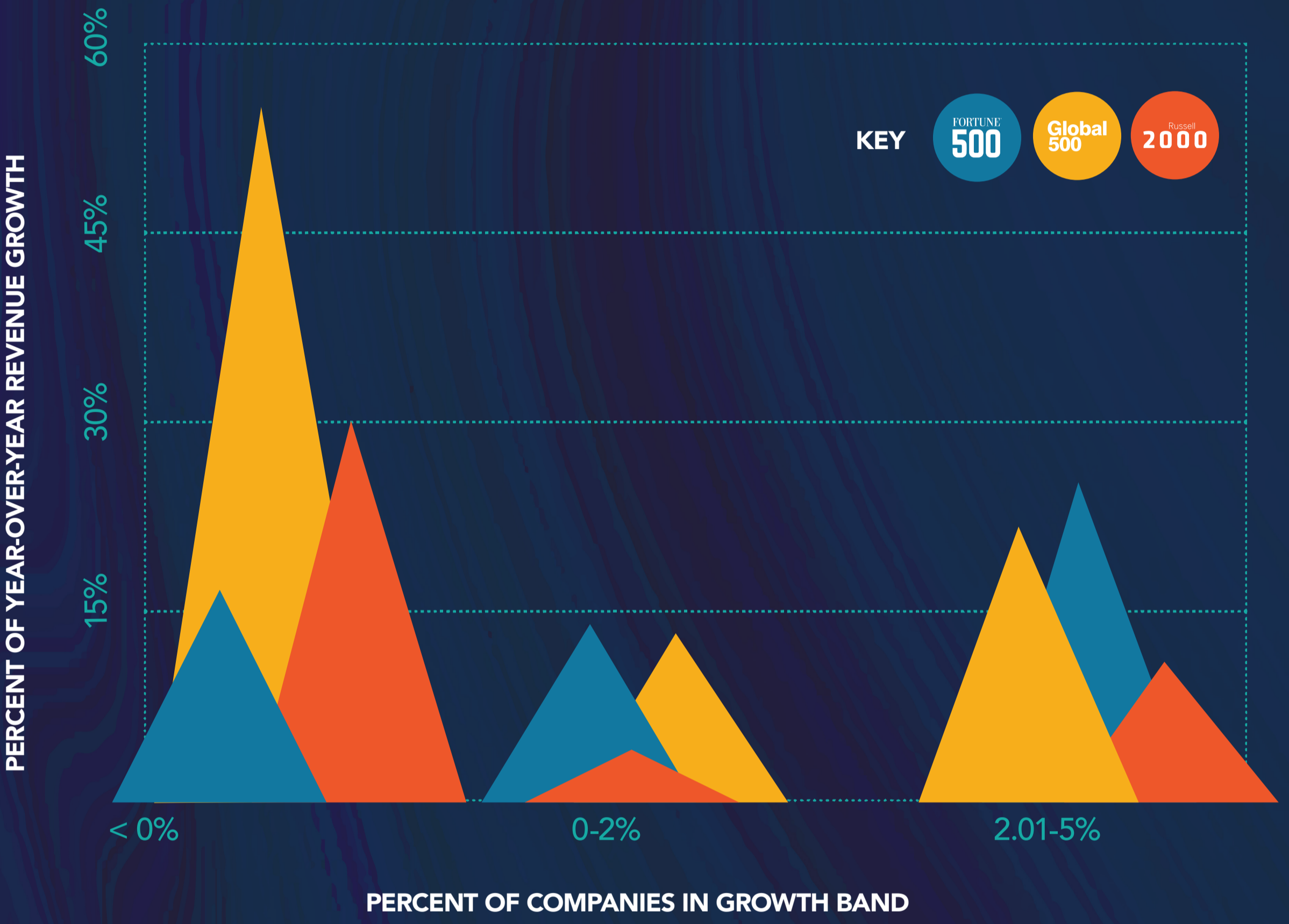
# The State of Revenue Performance 2020

The top companies around the world are showing signs of slow revenue growth and poor profit performance even prior to the pandemic.

## The Revenue Benchmarks



## Recent Revenue Trends



## An Opportunity For B2B Sellers to Navigate the Revenue Disruption of the Pandemic

### BALANCE CUSTOMER- AND MARKET-ORIENTED PERSPECTIVES

Companies need to balance being responsive to clients' short-term needs with being innovative to embrace market-driven demands bringing improved value to the client in turn.

This equilibrium creates true value for clients while producing clear differentiation to improve pricing and avoid product and service commoditization.

### LEAD IN VIRTUAL SELLING WITH RICHTM CONTENT

- Relevance
- Innovation
- Complexities
- Hard Data + Proof