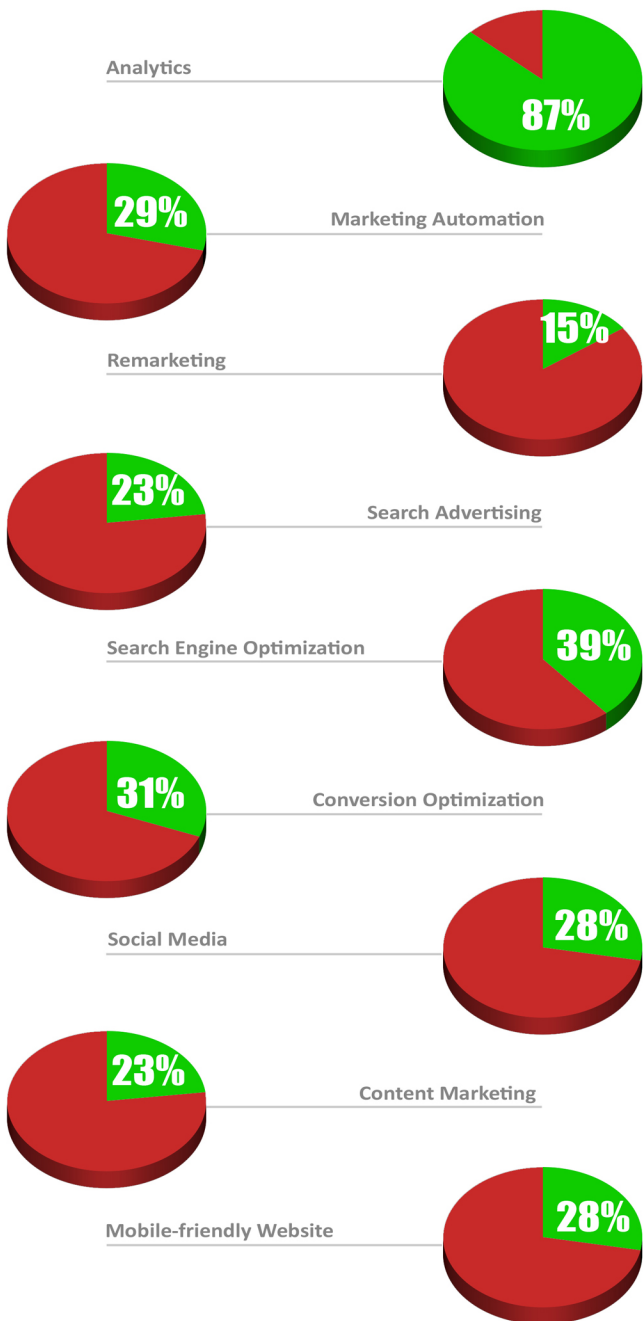


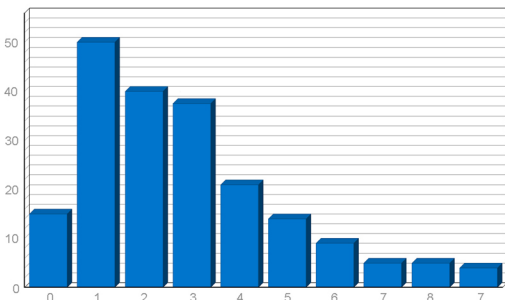
Revenue Opportunities

B2B companies are leaving a lot of money on the table.

The **revenue + associates** study of 196 B2B companies found a very low adoption rate for modern sales and marketing programs:



All of these 196 companies have revenue of approximately \$10M to \$100M and operate nationally and, in many cases, globally. Of a possible total score of 9, the average among the companies is 2.76, with a median of 2. More companies had none of these programs in place than had 7, 8 or 9 programs combined.



As the full report describes, many companies who adopt these programs – especially when they are well integrated – gain significant revenue growth. The opportunities are out there!

Download the report
revenue + associates
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