



# RISE OF THE REVENUE LEADER GROWTH MULTIPLIERS

## EXCLUSIVE INVITATION

### ALEXANDER GROUP'S 2019 TECHNOLOGY GROWTH SUMMIT

Tuesday, 8 October 2019 | 8:00 - 11:30 BST | The Langham, London  
1C Portland Pl, Marylebone, London W1B 1JA, UK

**A convergence of market forces, including outcome-centric customer expectations, new technology capabilities, unprecedented data availability and accelerating competitive threats is driving an unprecedented transformation across the technology industry.**

Traditional technology companies must accelerate their move to XaaS, while companies “born in the cloud” look to take share and scale.

It's not enough for different functional leaders to align with their peers. Each has a critical role to play.

#### **Is your organization ready? Are you ready?**

Alexander Group's 2019 Technology Summit will help you answer these questions as we explore the challenges, implications and opportunities for senior sales, sales operations, finance and human resources leaders in their journey of transformation and growth.

**Join us for a high-impact morning of outside perspective, collaboration and networking with other tech industry leaders.**

#### **Topics include:**

- The latest trends and benchmarks from Alexander Group's [XaaS Sales Strategy Research](#)
- The unique roles that heads of sales, CFOs, sales ops and managing directors play in XaaS success
- Using ILAER (Identify, Land, Adopt, Expand, Renew) to rethink the customer engagement model
- How to balance cost of sales, bookings per head and pre-/post-sales investments
- Getting the right support programs (e.g., sales compensation) in place

There is no cost to attend, but seats are limited and filling quickly. Reserve your seat now to join us!



**Leadership  
Series**

For more information or to register for the 2019 Technology Growth Summit, please contact: **Jackson Head, Program Manager**  
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# FINISH 2019 STRONG AND GET READY FOR 2020

Schedule a complimentary briefing of Alexander Group's latest XaaS research. Use key insights and benchmarks as part of your planning process, to support your organizational transformation or test new ideas.

- 70+ XaaS companies
- 30+ Sales metrics, including:
  - Bookings per seller, Expense per seller, Customer acquisition costs, Role ratios, Sales compensation trends and more!
- Analysis of key trends around revenue motions, digital investments, customer success, talent progression and metrics

Alexander Group research briefings focus on the investments, strategies and best practices leading companies are using to win in today's environment.

## WHAT WE DO

We help you align your resources and position your organization for greater success through our offerings:

- Marketing, Sales and Customer Success Transformation
- Growth Readiness Assessments
- Revenue Expansion Optimization
- Indirect Channel Optimization
- Sales Compensation Alignment

## HOW WE DO IT

Through our extensive research and analytics, Alexander Group delivers high-impact results based on hard facts, proven frameworks and insights stemming from years of experience.

Whether we are looking at a single objective like sales compensation for customer success roles or a full transformation, Alexander Group's Revenue Growth Model™, our tested methodology for evaluating revenue growth challenges, is used in every consulting engagement. It's the heart of our work and informs all we do.

To learn more about the Alexander Group's revenue growth insights and find out how we've helped other companies, contact us at [selek@alexandergroup.com](mailto:selek@alexandergroup.com).

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