



# Drive More Revenue, Win More Deals

In B2B, the secret to success is building a valuable product and then waiting for buyers to come running. Right? Unfortunately, that's not how the world works.

B2B buyers have more options than ever before. The only way to stand out is by proving how your products fulfill the needs of your target audience. Too often, sales teams fail to focus on their prospects' desired outcomes and instead concentrate on features and functionality. The reality is

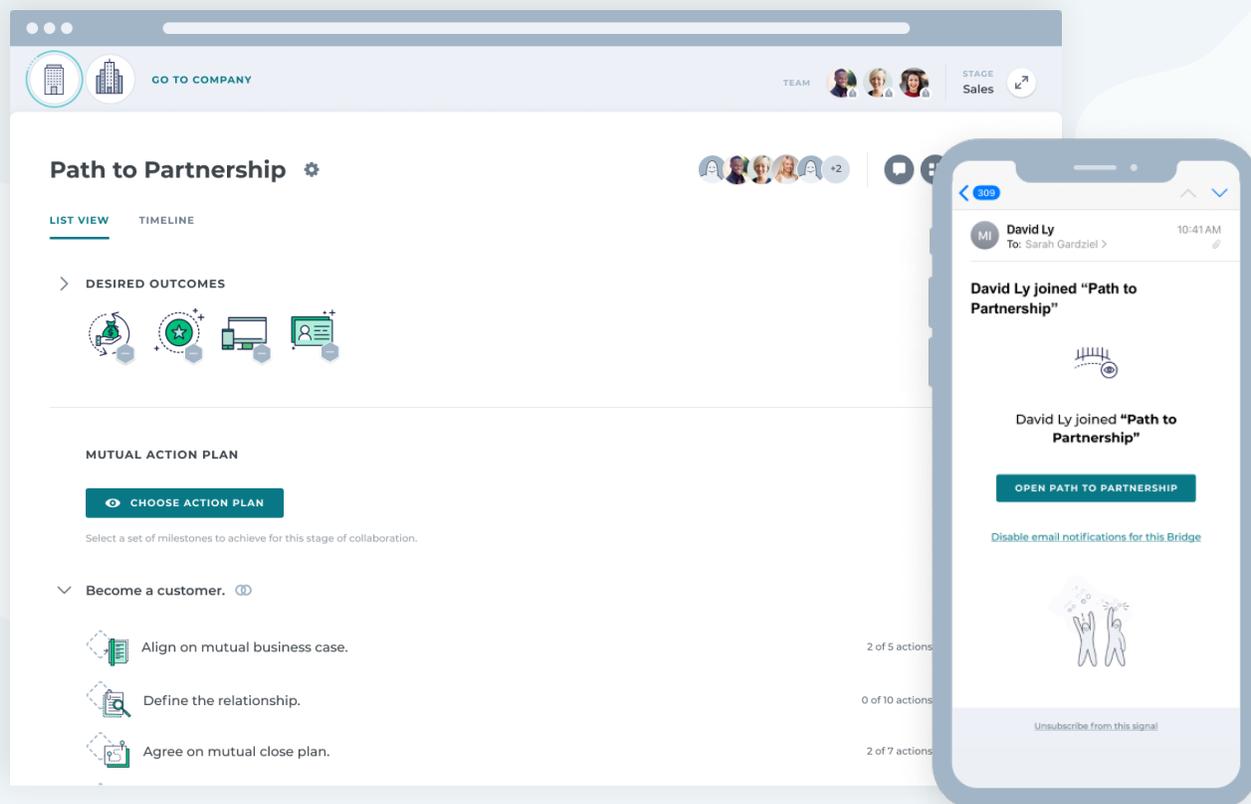
that companies don't buy features. They buy solutions to their problems. If you don't correctly position your value, deals will stall or you'll lose out to the competition based on social proof, brand loyalty, or price.

MetaCX is pioneering a new outcomes-based approach for selling by transforming how suppliers and buyers collaborate and win together. The result is higher win rates for sales teams and ultimately—longer, more profitable customer relationships that benefit the entire business.

## Achieve Higher Win Rates

Prospects are only motivated to buy when provided with a solution to their pain points. Build trust in the sales process by collaborating with prospects around their desired business outcomes — all within a branded, shared space called a bridge.

By providing visible proof of your commitment to your buyer's business goals, you can remove the perception that salespeople make empty promises and start to move deals forward.



## Accelerate Sales Cycles

Deals stall when sellers fail to position value or misunderstand the decision making and buying process. Without a consistent way to document and confirm these things with a buyer, the timing of a deal is little more than a guess.

MetaCX helps sales teams document a shared understanding of target outcomes with buyers and align around a mutual action plan as the structured path for getting a deal done.

## Optimize Sales Processes

Use MetaCX as your source of truth for individual deals in your pipeline. By sharing bridges with your internal team, you can ensure everyone has visibility into the value you're positioning and the promises you're making. Instead of individual reps working in silos, you can create set processes through MetaCX to ensure every opportunity has the highest probability of success.

## Increase ACV

Selling on outcomes can lift your average contract value by 30% or more because it allows you to establish a stronger and more compelling business case for your offering.

MetaCX helps sales teams co-create a clear and compelling business case with prospects in a way that demonstrates professionalism, engenders trust, and consistently commands and protects a higher price point.

## Coordinate Post-Sale Handoffs

Once a deal has closed, keep outcomes at the center of the relationship throughout the entire customer lifecycle. As a deal transitions toward closed won, a CSM, services consultant, or onboarding specialist can be invited into a MetaCX bridge to understand the customer's expectations and desires. Bridges then serve as a record where everything related to the deal can be captured and relayed to the relevant personnel. By ensuring smooth handoffs, you can optimize internal resources and accelerate customer time to value.

MetaCX is not just a sales solution. It's a platform to guide the entire customer experience across every department in your organization. How you manage the customer lifecycle and prove impact on outcomes is what makes the difference between you and your competitors.

