SiriusDecisions Research Services

Marketing Executive
- Marketing strategy and transformation
- Marketing planning and investment
- Brand and communications
- Campaign strategy
- Content strategy
- Communicating the value of marketing
- Marketing organizational design and development

Portfolio Marketing
- Identifying and sizing buyer audiences
- Go-to-market architecture
- Personas and buyer journey mapping
- Portfolio messaging and content
- Bringing offerings to market
- Sales knowledge transfer
- Roles, responsibilities, and structure

Sales Executive
- Sales strategy and transformation
- Channel sales strategy and profitability
- Sales roles, responsibilities, and structure
- Talent management
- Sales execution
- Prospecting and lead generation
- Sales productivity

Marketing Operations
- Revenue engine alignment
- Planning and budget management
- Measurement and analytics
- Data management
- Marketing technology
- Best-in-class processes and agile marketing
- Roles, responsibilities, and structure

Sales Operations
- Revenue engine alignment
- Sales compensation design and management
- Sales planning
- Sales process design and management
- Sales measurement, reporting, and analysis
- Sales technology
- Roles, responsibilities, and structure

Demand and ABM
- Revenue engine optimization
- Demand and ABM strategy and modeling
- Real-time buyer enablement
- Demand program design and execution
- ABM program design and execution
- Content for demand and ABM
- Roles, responsibilities, and structure

Marketing Operations
- Revenue engine alignment
- Planning and budget management
- Measurement and analytics
- Data management
- Marketing technology
- Best-in-class processes and agile marketing
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Sales Operations
- Revenue engine alignment
- Sales compensation design and management
- Sales planning
- Sales process design and management
- Sales measurement, reporting, and analysis
- Sales technology
- Roles, responsibilities, and structure

Channel Marketing
- Channel marketing strategy
- Channel marketing planning and measurement
- Channel demand
- Partner engagement
- Partner enablement
- Partner program design and optimization
- Roles, responsibilities, and structure

Customer Engagement
- Business case and measurement
- Customer lifecycle and retention
- Customer advocacy and references
- Customer insights and analytics
- Roles, responsibilities, and structure

Sales Enablement
- Sales asset management
- Talent acquisition support
- Sales onboarding
- Ongoing learning and development
- Sales communications and rep advocacy
- Sales methodology
- Roles, responsibilities, and structure

Product Management
- Customer needs discovery
- Product portfolio management
- Pricing and packaging strategy
- Product innovation and lifecycle process
- Agile enablement
- Product manager upskilling
- Roles, responsibilities, and structure

Emerging Growth Marketing
- Growth, readiness, and strategic planning
- Audience planning
- Marketing execution
- Performance measurement

Emerging Growth Sales
- Emerging growth sales strategy
- Emerging growth sales organizational design
- Emerging growth sales execution
- Emerging growth sales performance management

Companies Under $100M Revenue