

REVENUE GROWTH SERVICES FOR TECHNOLOGY AND XaaS PRODUCTS

According to TSIA research, up to 40% of technology and XaaS companies' revenues are spent on sales and marketing. This puts a huge pressure on their margins and bottom line. Outsourcing some of these sales and marketing processes in a structured manner can reduce some of that pressure. With our niche expertise in the fast-growth technology and XaaS industry, Movate offers comprehensive revenue growth services to streamline, automate and optimize various processes across the sales lifecycle.



TECHNOLOGY & XAAS ECOSYSTEM EXPERTS

We support the world's most iconic technology products and XaaS companies. We bring this intelligence of the tech product ecosystem for driving your demand generation and sales.



BEST-IN-CLASS SALES ENABLEMENT TECHNOLOGY

We partner with some of the best solutions, as well as leverage productivity solutions like SalesLoft and other proprietary tools to transform sales processes.



COMPREHENSIVE REVENUE GROWTH SERVICES PORTFOLIO

Whether it is pre-sales or post-sales processes, we have you covered and can partner with you at every step for a holistic and synergistic growth model.

Improvement delivered in qualified lead generation for a global leader in SaaS - based e-signature products.

ENGAGE WITH US

Take Our **Quick Sales Maturity Assessment** - Share your 6-month sales performance data for our free-of-cost analysis and improvement recommendations.

Schedule a **call with our Revenue Growth Experts** to understand more about our offerings.

MOVATE'S REVENUE GROWTH SERVICES

TSIA sales stages for technology & XaaS	Movate's outsourced roles and offerings across the sales stages	Outcomes delivered	
LAND	PRE-SALES SERVICES <ul style="list-style-type: none"> ➤ Inbound and outbound lead generation ➤ Account/market development representatives ➤ Sales development representatives ➤ Inbound sales specialists ➤ Account executives ➤ Enterprise sales specialists ➤ Pipeline managers 	<ul style="list-style-type: none"> ➤ 5-10% lead generation / qualification on average across the client base ➤ 60-70% conversion of MQL to SQL on average across the client base ➤ Exceeded conversion goals by 2.5% for a US-based telecom operator ➤ Successful expansion into euro market and 40% conversion of leads to sales opportunities for a leader in cloud security services ➤ \$2,500 monthly recurring revenue per sales agent for an e-signature SaaS company ➤ 8X ROI delivered on the booked revenue with near-shore sales against 4X from onshore sales 	 <p>conversica</p> <p>AI assistants for conversational sales and marketing</p>  <p>SalesLoft</p> <p>Automated sales effectiveness platform</p>  <p>Outreach</p> <p>Sales engagement and automation platform</p>  <p>bombora</p> <p>Intent data for B2B marketing</p>  <p>Gainsight</p> <p>Customer success and product experience analytics</p>
ADOPT	POST-SALES SERVICES <ul style="list-style-type: none"> ➤ Professional and on-boarding services 	<ul style="list-style-type: none"> ➤ >8.0 customer satisfaction scores on average across the client base 	 <p>SupportLogic</p> <p>Customer-intent based experience platform</p>
EXPAND	<ul style="list-style-type: none"> ➤ Education services ➤ Customer success managers ➤ Technical account managers 	<ul style="list-style-type: none"> ➤ Up-sell and cross-sell success on nearly 40% of all deals closed ➤ >25% reduction in customer churn on average across the client base ➤ NPS improvement from 16 to 58 for a leading security access solution provider 	 <p>movate Edison</p> <p>Movate's CX transformation platform</p>
RENEW	<ul style="list-style-type: none"> ➤ Renewal specialists 	<ul style="list-style-type: none"> ➤ 10-20% reduction in sales operation costs on average across the client base 	 <p>Movate INSIGHTS</p> <p>Product + customer intelligence platform</p>

About Movate

Movate, formerly CSS Corp, is a digital technology and customer experience services company committed to disrupting the industry with boundless agility, human-centered innovation, and relentless focus on driving client outcomes. It helps ambitious, growth-oriented companies across industries stay ahead of the curve by leveraging its diverse talent of over 11,700+ full-time Movators across 20 global locations and a gig network of thousands of technology experts across 60 countries, speaking over 100 languages. Movate has emerged as one of the most awarded and analyst-accredited companies in its revenue range.

For more details, please mail us at info@movate.com