



Private Equity
International

Revenue Growth Deep Dive

25 August 2021
Eastern Time (ET) | Virtual Event Available Anywhere

The future of sales, customer success, and go-to-market models

What lies ahead for operating partners and revenue growth initiatives? What key themes have emerged? What are the most important trends that will impact strategies moving forward? Join fellow operational experts for a deep dive into revenue growth best practices.

9:55 - 10:00 ET **Welcome from PEI and introduction to Operating Partners All Access**

10:00-10:45 **Revenue growth in times of disruption: writing the next chapter**

- Understanding your total addressable market and building your commercial plan (GTM plan)
- Grasping how salesforce effectiveness has shifted
- Comparing how organizations have pivoted to virtual selling and accelerated digital transformations
- Uncovering sales playbooks and revenue optimization levers: identify targets, getting your team the right muscle, increasing your conversion rate
- Onboarding and assessing sales leadership and talent in the changed environment
- Measuring current senior sales leaders against new capabilities
- Keys for customer success: looking at new ways
- Creating realistic roadmaps in looking at expectations, data science, KPIs, automation, and integration across the revenue journey

Moderator:

Doron Grosman, President and CEO, Global Container Terminals

Panelists:

Kevin Kerby, Operating Partner, Bain Capital

Kunal Mehta, Principal, Portfolio Operations, TCV

Suzanne Pappas, Operating Principal, CVC Capital Partners

Matt Thompson, Senior Vice President, Portfolio Operations, Skyview Capital



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