

# COMMON B2B SALES PAIN POINTS

Net of historical business and inflation, sales/  
margins are stagnant or declining



Future growth is uncertain



Difficulty managing the sales process



Sales forecasting is informal or lacking



Spending non-value-added time manually compiling  
information



Unable to identify customer / market segments and  
profitability



Need to improve sales performance



Sales effort not in alignment with the rest of the  
organization



## YOU WANT SOLUTIONS



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Generating More Revenue Profitably™

## CURES THESE PAIN POINTS

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