



# RIGHTSTAR ALLIANCE

Refine the Roll-Up: Maximizing Growth Levers for Roll-Ups

VALUE CREATION FOR B2B PORTFOLIO COMPANIES





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## Today's Facilitators



**JOSH HORSTMANN**

Partner | SBI

josh.horstmann@salesbenchmarkindex.com



**BRYAN JENKINS**

Senior Director | Sustena

bryan.jenkins@sustenagroup.com



**MIKE HOFFMAN**

Managing Director-PE | SBI

mike.hoffman@salesbenchmarkindex.com



**ADRIAN BAREK**

VP-Partnerships | OpFocus

barek@opfocust.com



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## For Our Discussion Today:

- What is the RightStar Alliance?
- The Impact of Brand on GTM Programs
- Winning Strategies for Revenue Growth
- GTM Tech and Data
- Q&A





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## RightStar's Founding Partners Premise: Value Creation for B2B Portfolio Companies

**BRAND | MARKETING | REVENUE GROWTH | GTM TECHNOLOGY**

**SUSTENA**

**BRAND DEVELOPMENT AND GO-TO-MARKET** – Sustena is a B2B brand development and go-to-market firm with a clear focus – to help companies engage their markets to improve their value, grow the business, and increase stakeholder returns.



**REVENUE GROWTH & SALES STRATEGY** – SBI is a management consulting firm focused on revenue growth via the marketing & sales functions. Their Revenue Growth Methodology blends strategy with execution to help companies “make their number”.



**STRATEGIC SALESFORCE CONSULTANTS** – OpFocus is focused on empowering companies to achieve growth goals by aligning Salesforce and Go-to-Market apps to the people, process, technology, data and reporting needed to execute.



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# The Impact of Brand on GTM Programs





# The Impact of Brand on GTM Programs

Before considering how to Go to Market (GTM), how will the Roll-Up impact the overall business strategy?

- Internal alignment of goals and objectives
- Understand implications of new offering on audience and messaging
- Strategic foundation sets stage for effective GTM program





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# The Impact of Brand on GTM Programs

What is the 'brand equity' of the entities externally?

- Gather data and input from multiple sources and methods
- Identify external perspectives of brands to determine options

Is there a business case for a new brand and/or a new name?

- The total does not necessarily equal the sum of its parts
- Make the decision for the future—not just for today





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# The Impact of Brand on GTM Programs

How will you position the Roll-Up to internal AND external audiences?

- Lead with the “why” follow with the “how” of the merged businesses
- Aligning the messaging to keep everyone clear and engaged
- Keeping current customers gives a good base
- Provide your new unified team with one flag to rally around







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# Winning Strategies for Revenue Growth





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# Key Considerations To Preserving And Accelerating Revenue Growth In Mergers

1) Establish a clear understanding of the combined customer base and overlap.

- ⦿ Avoid organizational and customer base confusion
- ⦿ Understand your new reality so nobody is left behind

2) Prioritize customer retention above everything else.

- ⦿ Touch every customer – Everyone in the company is in “customer success”
- ⦿ Getting this wrong kills the investment thesis out of the gate





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# Key Considerations To Preserving And Accelerating Revenue Growth In Mergers

3) Have a maniacal focus on cross-sell and up-sell without creating concern over who gets paid.

- ◎ Double comp if necessary
- ◎ Create organizational cohesion and cooperation

4) Now you can act on the deal model → org redesign, compensation plans, synergies, etc.

- ◎ Most companies and PE firms go here first and create employee and customer churn
- ◎ When you build the investment model make sure you have pushed the benefits of this far enough out to make sure you have optimized retention and cross-sell first







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# GTM Tech & Data





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## GTM Tech and Data

What are all the “new” resources in the way of tools, talent, processes, and market access?

- ⦿ Assessment of GTM stacks
- ⦿ Going beyond the tools that are present

Do you have overlapping or even conflicting customer data?

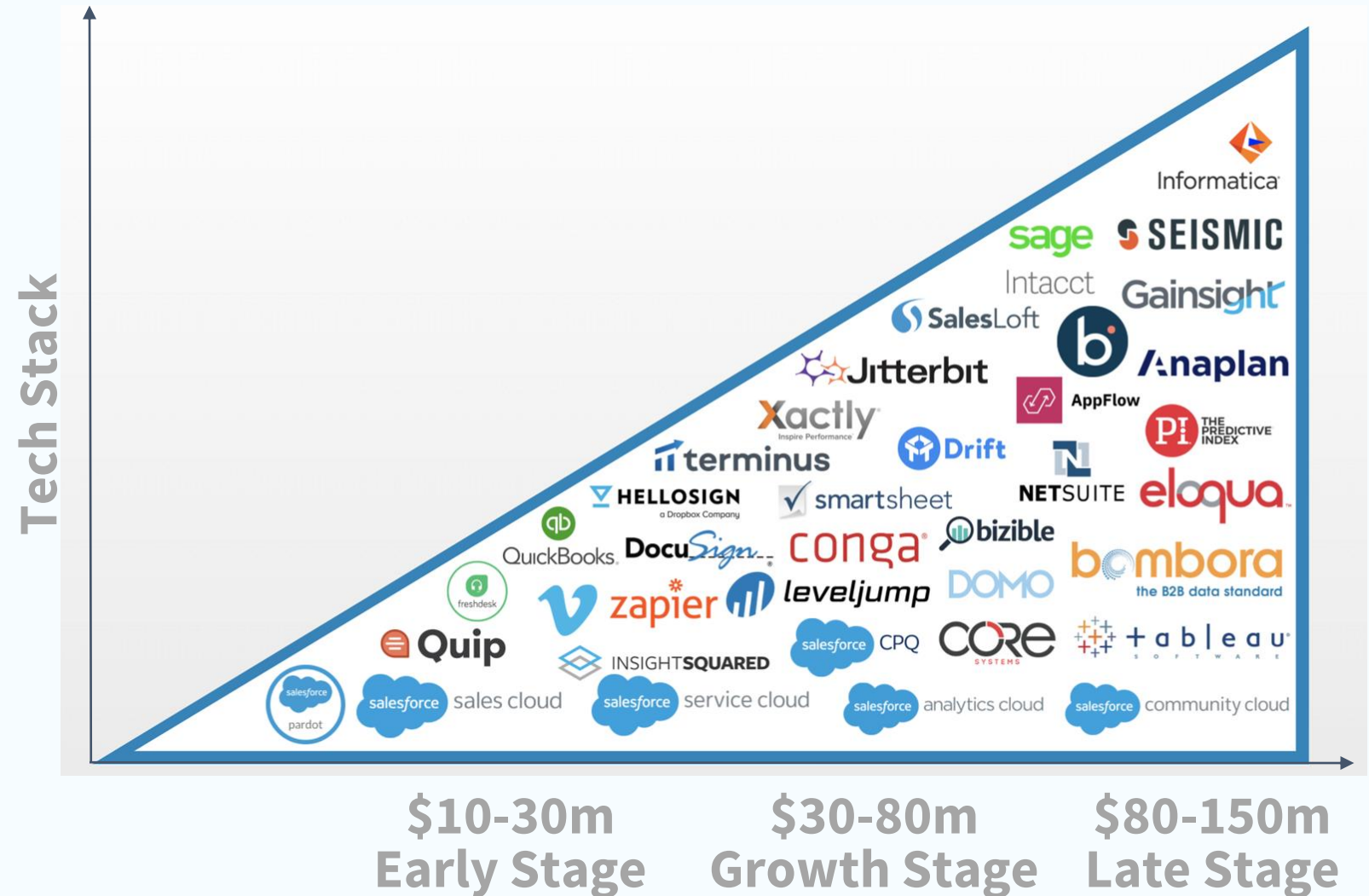
- ⦿ Conflicting data in various systems
- ⦿ Identify Systems of record



# Salesforce Strategy for Your Tomorrow

Different revenue milestones require different solutions for success.

OpFocus is there to help you every stage of the way.





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## Q&A



**JOSH HORSTMANN**

Partner | SBI

[josh.horstmann@salesbenchmarkindex.com](mailto:josh.horstmann@salesbenchmarkindex.com)



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[mike.hoffman@salesbenchmarkindex.com](mailto:mike.hoffman@salesbenchmarkindex.com)



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Mike Hoffman  
**SBI** (Sales Benchmark Index)  
m: 201-916-3417  
mike.hoffman@salesbenchmarkindex.com

Bryan Jenkins  
**Sustena Group**  
m: 917-515-6239  
bryan.jenkins@sustenagroup.com

Adrian Barek  
**OpFocus**  
m: 416-906-6079  
barek@opfocus.com