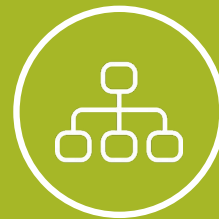# 6 Pillars of the High-Performing Revenue Engine

## Revenue Growth

### CULTURE
The organization must become truly customer-centric prioritizing what's best for the customer over individual functions.
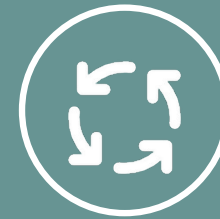
### STRUCTURE
Structural silos must be minimized or eliminated and incentives must be aligned to the key actions that will win and keep customers.

### STRATEGY
The company's business priorities and ideal target customers must be well defined and understood by the entire organization.

### PROCESS
There must be a clearly defined buyer's journey that aligns with the actual customer buying process and all functions must understand during which stages they contribute to the buyer successfully progressing through the buying process.

### COMMUNICATION
A formal feedback loop between sales and marketing must exist to gain timely market insights, learn from each other, and modify business activities as needed.
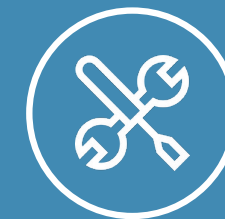
### TOOLS
The organization must have power over its data to be able to create a single source of truth for buyer/customer interactions and have the right combination of tech to empower functional teams to be more productive.

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