



SALES GROWTH
PROGRAM

B2B Sales in the US Market

An Overview of Size of the US Companies and Market
with Sales Models, CAC and Sales Cycle.

Eduardo Mace – Head of Technology Business

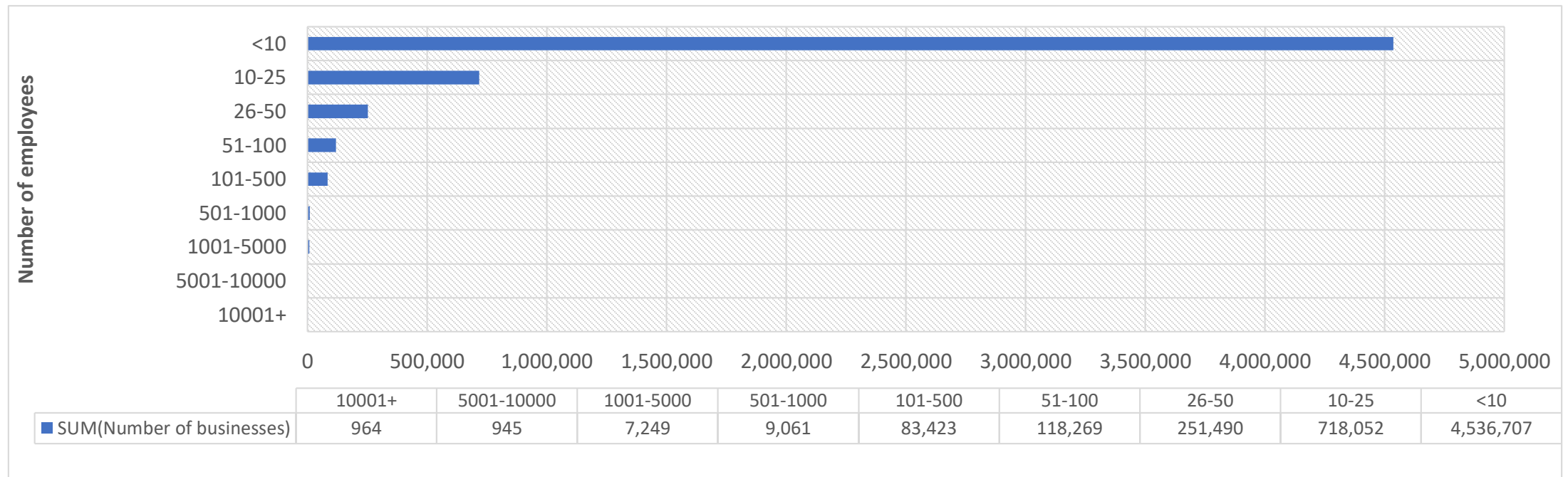


Size of B2B Market in the US

29.5 million ACTIVE companies as of 2016

23.8 million companies have no employees and average revenue per year of USD 46,000

5.72 million companies with paid employees of which:



Size of Companies in the US

Micro SMB	Small SMB	Midsize SMB	MSE Midsize Enterprise	Enterprise
0 employees	<50 employees	50 to 100 employees	100 to 1000 employees	>1000 employees
< USD 50 thousand	USD 100 thousand to USD 10 Million	USD 10 Million to USD 50 Million	USD 50 Million to USD 1 Billion	> 1 Billion
23.8 million businesses	5.5 million businesses	154 thousand businesses	41 thousand businesses	2.9 thousand businesses

Company Decision Making in US



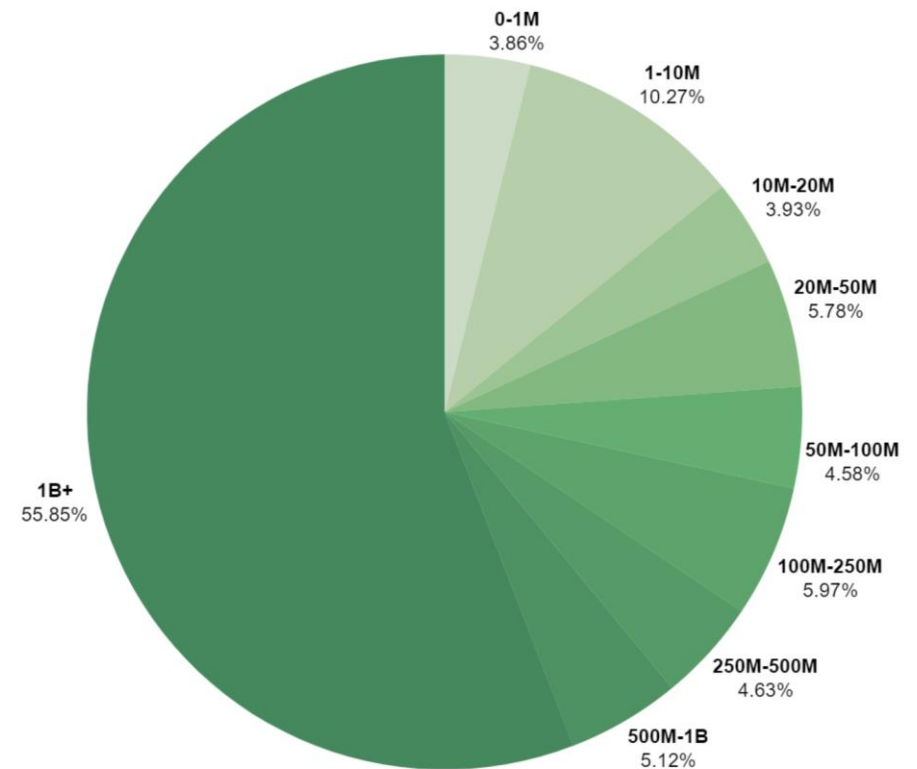
Micro SMB	Small SMB	Midsize SMB	MSE Midsize Enterprise	Enterprise
Owner	Owner / Manager	CEO / Ops / Fin / Procurement	C-level / VP / Director / Procurement / Legal	C-level / VP / Director / Comites / Regulatory / Procurement / Legal
Referral / Online Review	Referral / Online Review	Referral / Trade / Management	Trade / Peer Review / Management / Compliance	Trade / Expert / Peer Review / Management / Compliance
Self-serve	Self-serve to transactional	Transactional	Transactional to Enterprise	Enterprise

Total B2B Purchases US

Automotive
Finance/Banking
Consumer Goods
Education
Engineering
Energy
Oil and gas
Food and beverage
Government - federal, state, local
Healthcare
Insurance
Legal
Manufacturing
Media
Online
Raw materials
Real estate
Religion
Retail
Jewelry
Software, Technology
Telecommunications
Transportation (Travel)
Electronics
Not-for-profit,
+ others

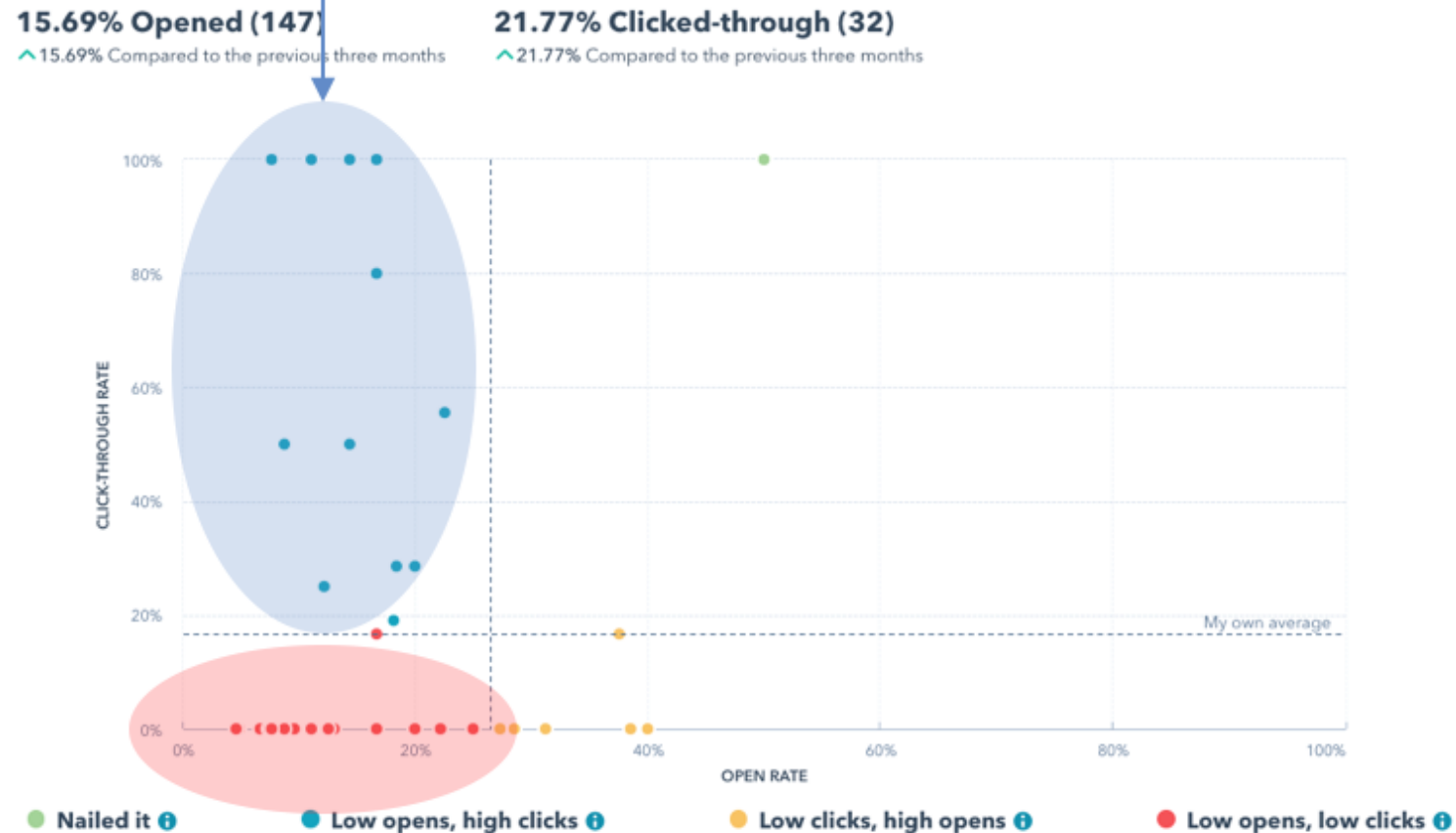
Estimated total
procurement in all
industries in US is
**USD 12
Trillion/year**

**Distribution by total revenue in US by company
revenue size per year**

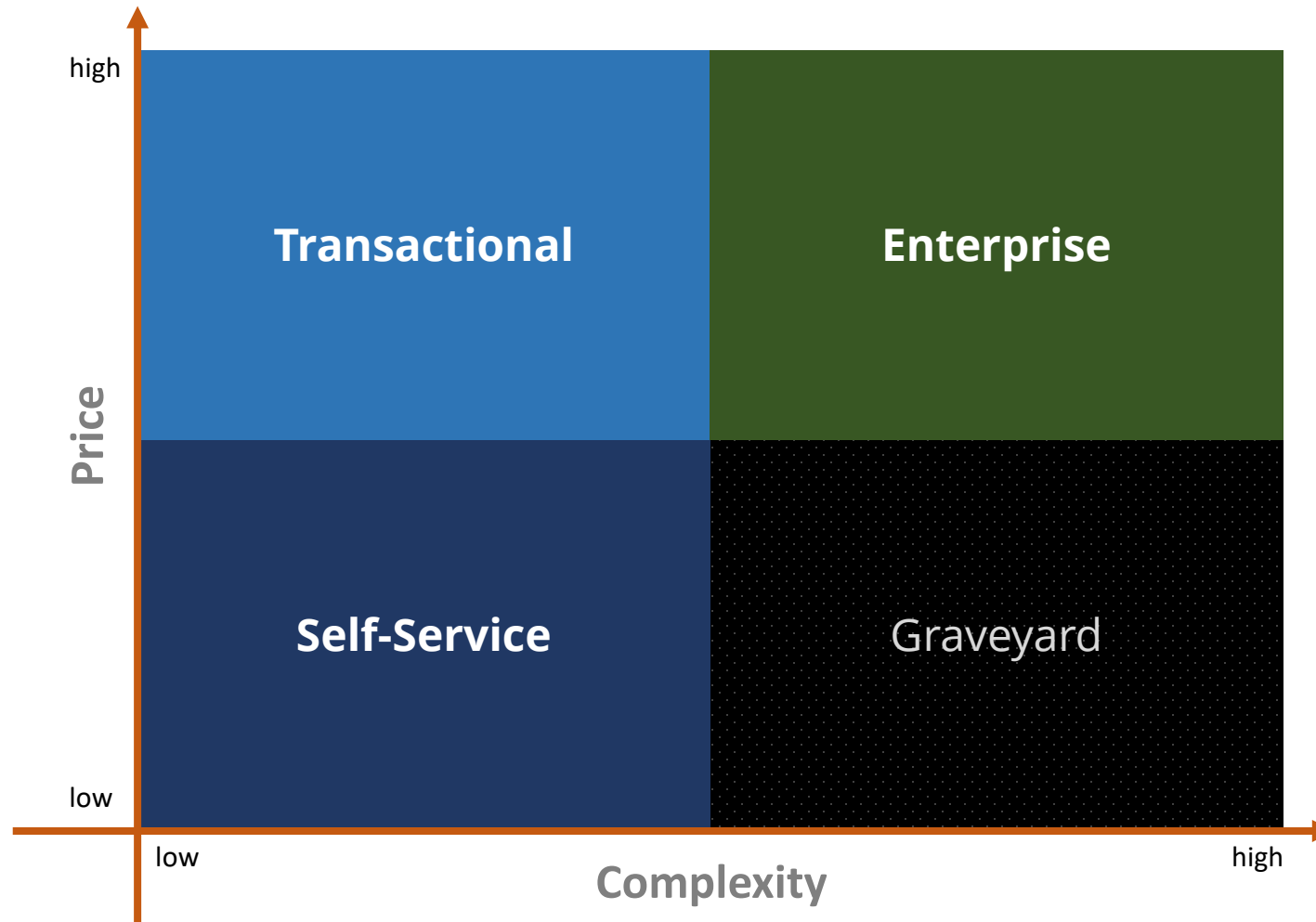


Verticals Marketing in US

- Engagement (click %) for most of our vertical emails is way above our own average.

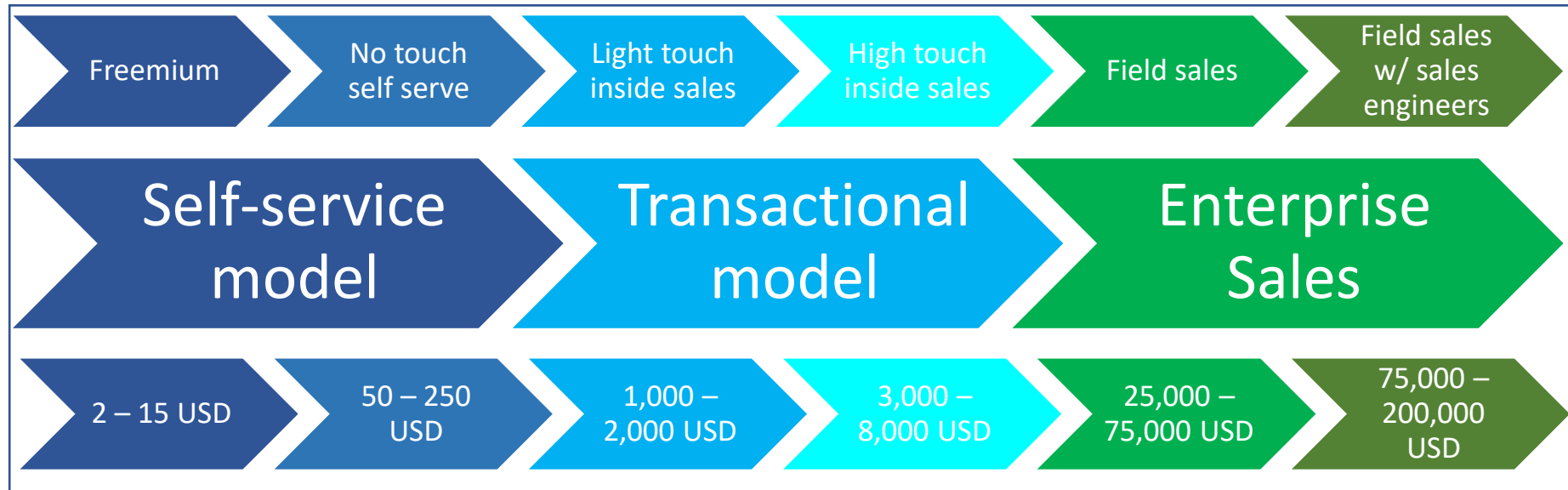


SaaS Sales Matrix



Sales Models and CAC (US)

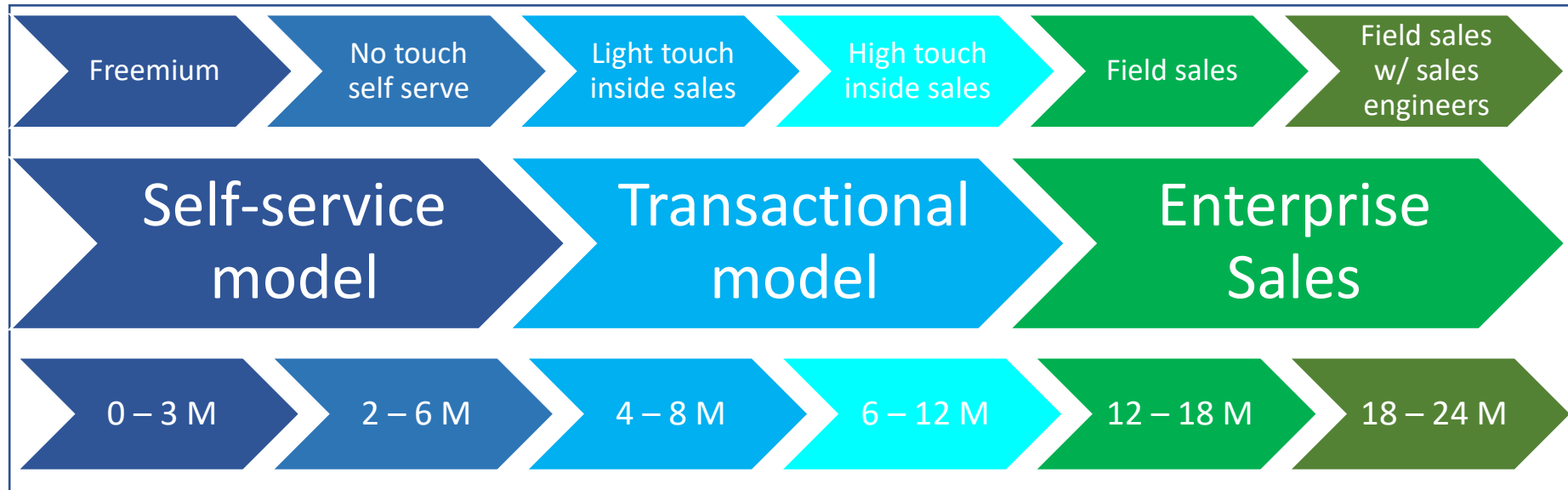
Average cost of acquisition in US dollars to close a sale depending on sales model and company size



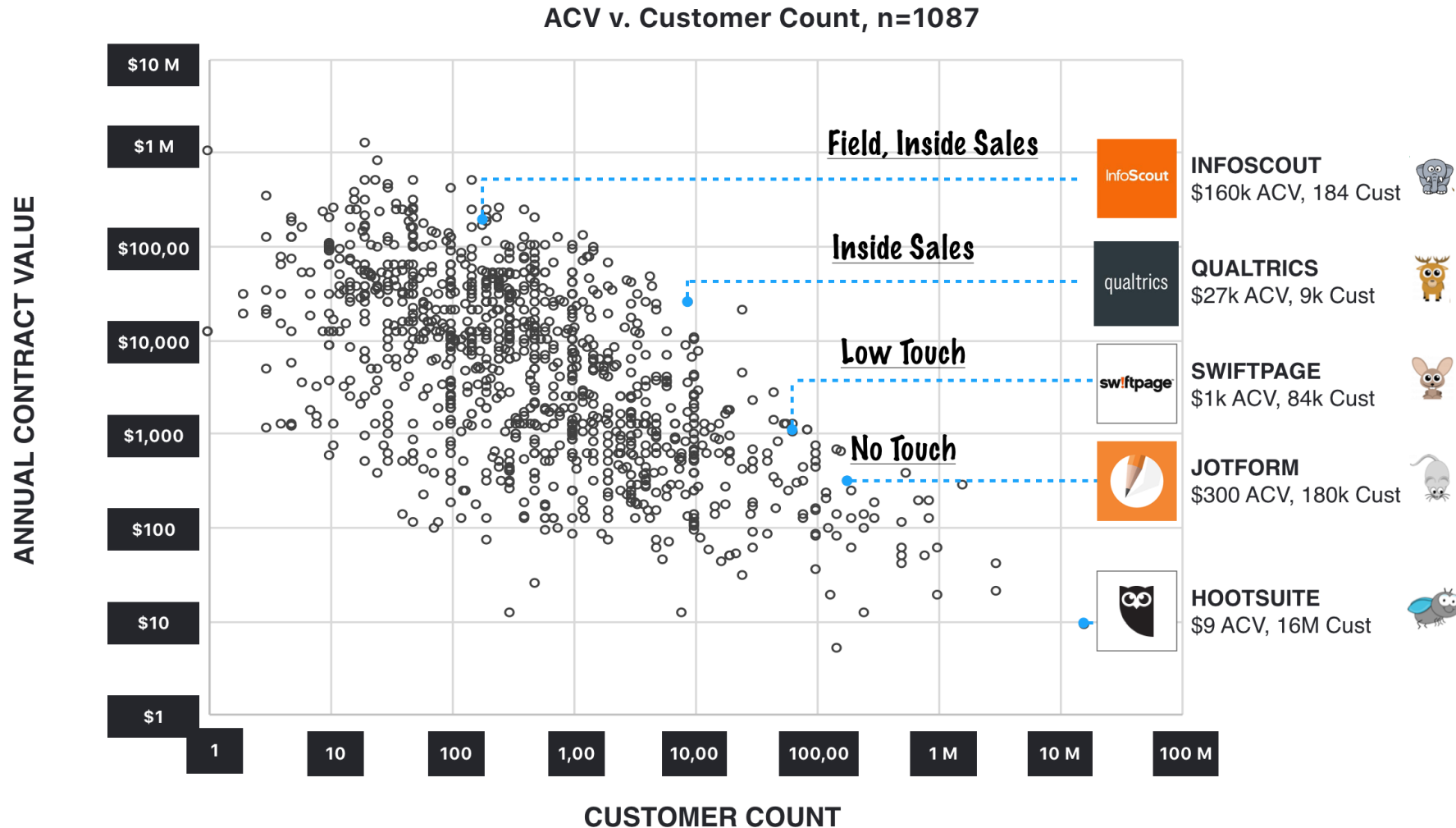
Sales Models and Sales Cycle



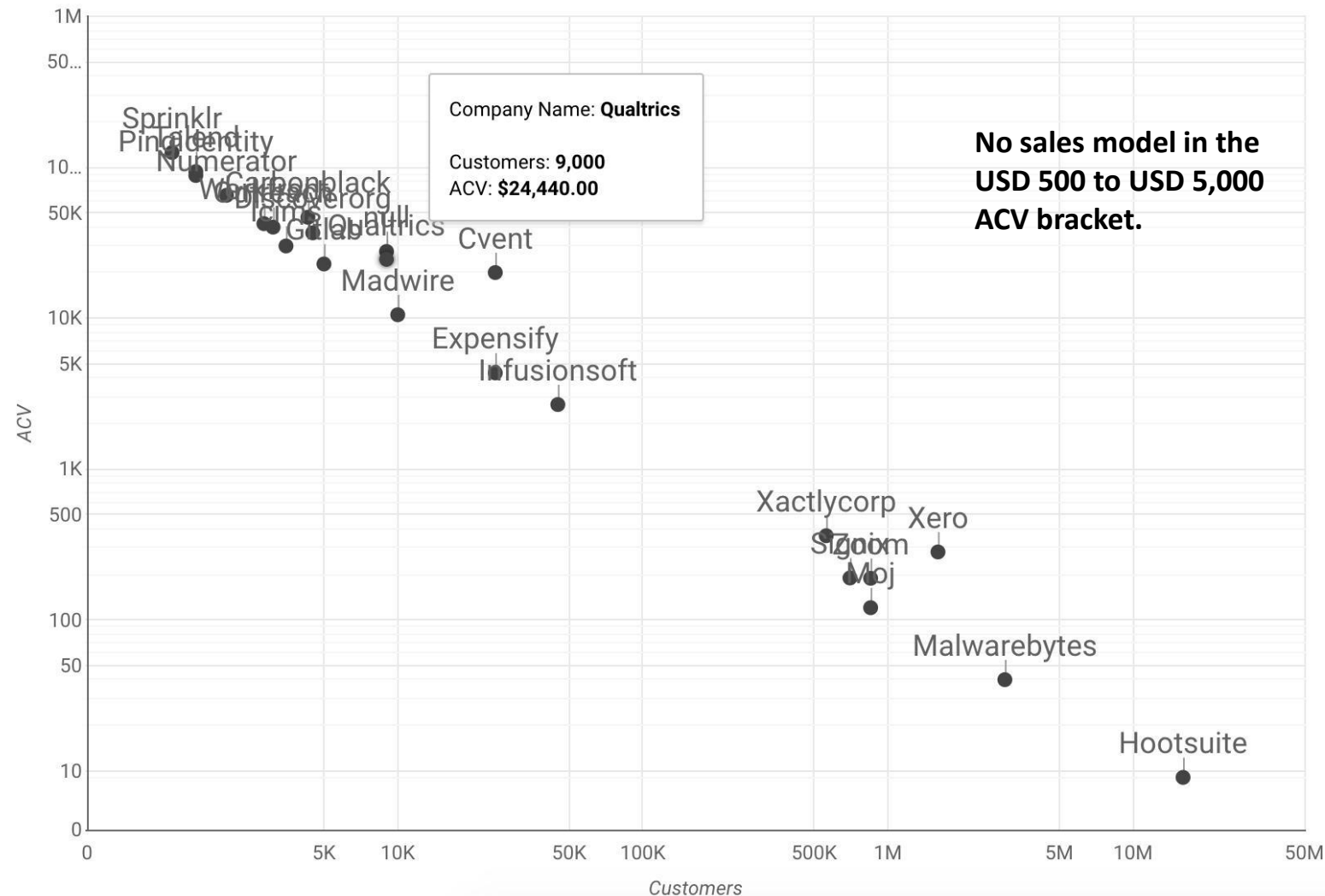
Average time in months to close a sale depending on sales model and company size



Sales Model and Price Point



“Dead Zone” B2B SaaS Companies





SALES GROWTH
PROGRAM



PARTNERS

Eduardo Mace

eduardo.mace@iecpartners.com

320 Nevada Street, Suite 301 – Newton - 02460 – MA - USA

