

TSIA Advisory Services | Solving Critical Business Challenges With Data, Not Opinions



Delivered By Steve Frost

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Bio

Steve Frost is the vice president and managing director of revenue research and advisory for TSIA. He also leads TSIA's CRO Council, a research and data-based community for Chief Revenue Officers and Senior Executives focused on growing XaaS revenue across the customer lifecycle. Steve helps member companies grow their services, subscription, and XaaS revenue by optimizing their practices for growth throughout the customer lifecycle.

Prior to TSIA, Steve has held various consulting and leadership roles within the technology industry with a focus on business development and sales strategy for technology-as-a-service providers. He is dedicated to helping members unlock new revenue opportunities via cross-sell and upsell by ensuring that their customers will receive the most value from their purchases.

Top CRO Council Engagements

- The State of XaaS Sales and Revenue Optimization
- LAER and the 7 Levers of Go-To-Market Transformation
- Customer Lifecycle Revenue Growth
- Interactive Strategy Review
- The Roles and Responsibilities of Revenue Growth
- The Future of Selling and the Role of Sales in the XaaS Transformation
- The Sprint to Subscription: What it Means for Your Business
- An Introduction to Outcome-Based Sales and Engagement

Providing Data-Driven Advisory to the World's Leading Technology Companies

HOW WE
WORK WITH
YOU

ALIGN

Align Executive Leadership

By placing industry validated data at the center of the conversation

ACCELERATE

Accelerate Organizational Capabilities

Speed up business initiatives with a customized plan

TRANSFORM

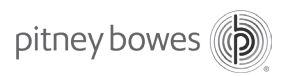
Transform Business Models

Leverage the world's most influential advisors on the future of technology and services

OPTIMIZE

Optimize Business Performance

Educate business line leaders on critical industry trends



Delivered Virtually
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