

TAKEAWAYS

1

The “execution gap” is a systems problem

While revenue orgs have a lot of data, they struggle to ensure that strategies actually get executed in the field.

2

REAPs ensure behaviors are executed

CRM systems were built for data capture, while REAPs are designed to ensure consistent behavioral enforcement.

3

Execution can be a competitive advantage

Execution discipline can lead to a sustainable competitive advantage in predictability, scalability, and consistency.

4

AI requires a foundation of discipline

AI is most effective when it augments a systematic execution framework, rather than acting as a standalone solution.

5

This is a transformation, not optimization

The shift to REAPs moves revenue generation from an art, depending on individual capability, to a science.

DISCUSSION

A

Why do we have a disconnect between strategy and what happens in the field?

B

How can we shift our focus from outcomes to ensuring the right behaviors are happening?

C

Where could we best leverage a competitive advantage based on execution?

D

What specific behavioral data would we need to start collecting? What benchmarks do we have?

E

Who else should be involved in this transformation? Do we have a system in mind?