



COVID-19 Economic Benchmarking Survey Summary Results

Full Data Available Exclusively to Revenue Collective Members



April 6, 2020

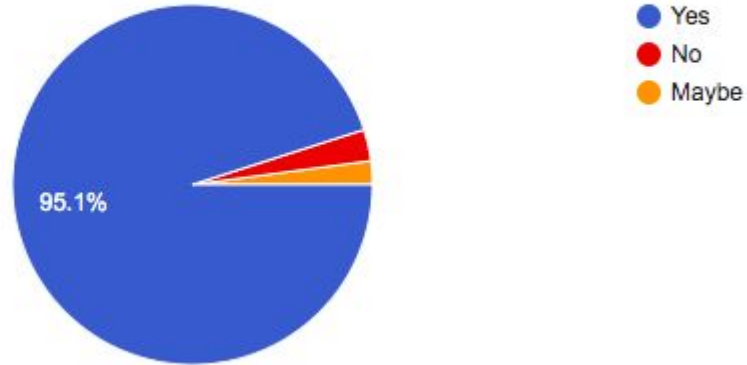
Latest Days Results

Revenue Collective Economic Benchmarking Survey Today's Results



Have you felt an impact to your business based on COVID-19?

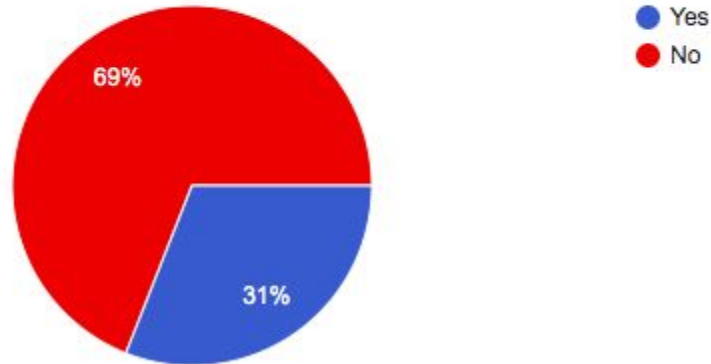
142 responses



Revenue Collective Economic Benchmarking Survey Today's Results

Have you taken a pay cut as a result of COVID-19 (Not in reduced commission for lack of sales but an explicit reduction in OTE, particularly base)

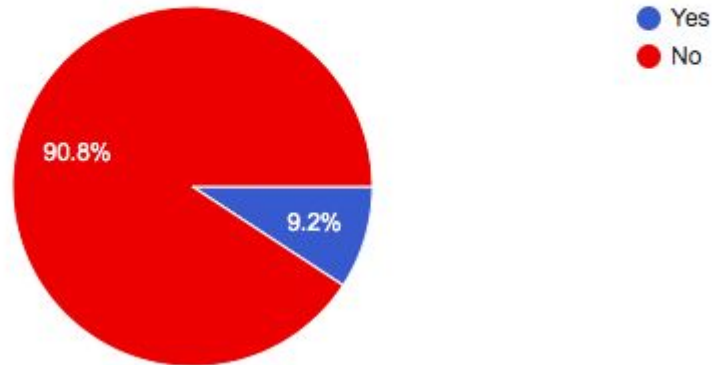
142 responses



Revenue Collective Economic Benchmarking Survey Today's Results

Have you been laid off as a result of COVID-19?

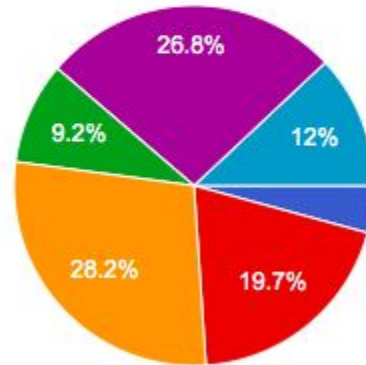
141 responses



Revenue Collective Economic Benchmarking Survey Today's Results

Has your business adjusted revenue targets/forecasts as a result of COVID-19 impact?

142 responses

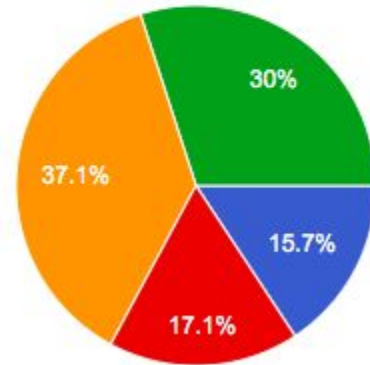


- Yes - by 10% or less
- Yes - by 10-25%
- Yes - by 25-50%
- Yes - by more than 50%
- Not yet but we expect to
- We have not made any changes to our forecast

Revenue Collective Economic Benchmarking Survey Today's Results

Has your business adjusted individual sales quotas as a result of COVID-19?

140 responses

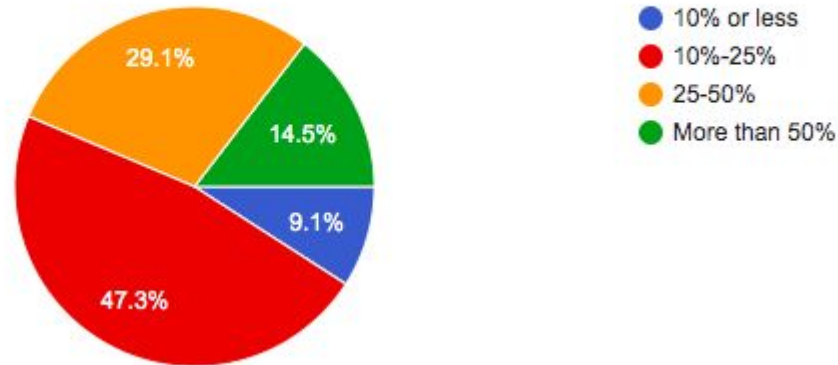


- Yes - We've reduced for the entire year
- Yes - We've reduced them for Q2 but have not made any further adjustments
- We have not yet made any adjustments but plan to
- We will not be adjusting quota

Revenue Collective Economic Benchmarking Survey Today's Results

If you answered Yes to reducing quota above, by what % has it been reduced?

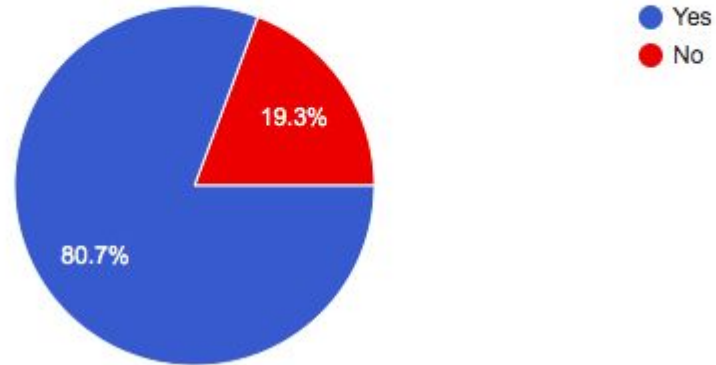
55 responses



Revenue Collective Economic Benchmarking Survey Today's Results

Have you stopped or paused hiring in the wake of COVID-19?

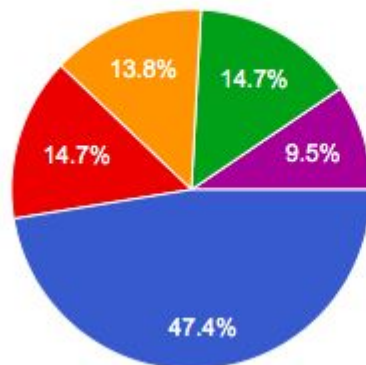
140 responses



Revenue Collective Economic Benchmarking Survey Today's Results

If you answered Yes above, for how long is hiring frozen?

116 responses

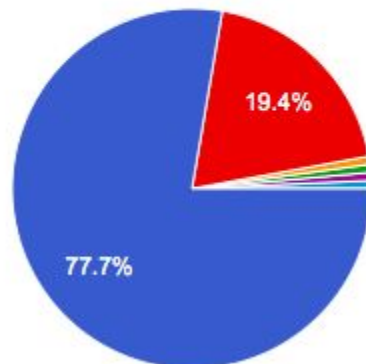


- Indefinitely
- 1 month then re-evaluate
- 2 months then re-evaluate
- 3 months then re-evaluate
- 6 months then re-evaluate

Revenue Collective Economic Benchmarking Survey Today's Results

Has your team's budget been reduced as a result of COVID-19?

139 responses

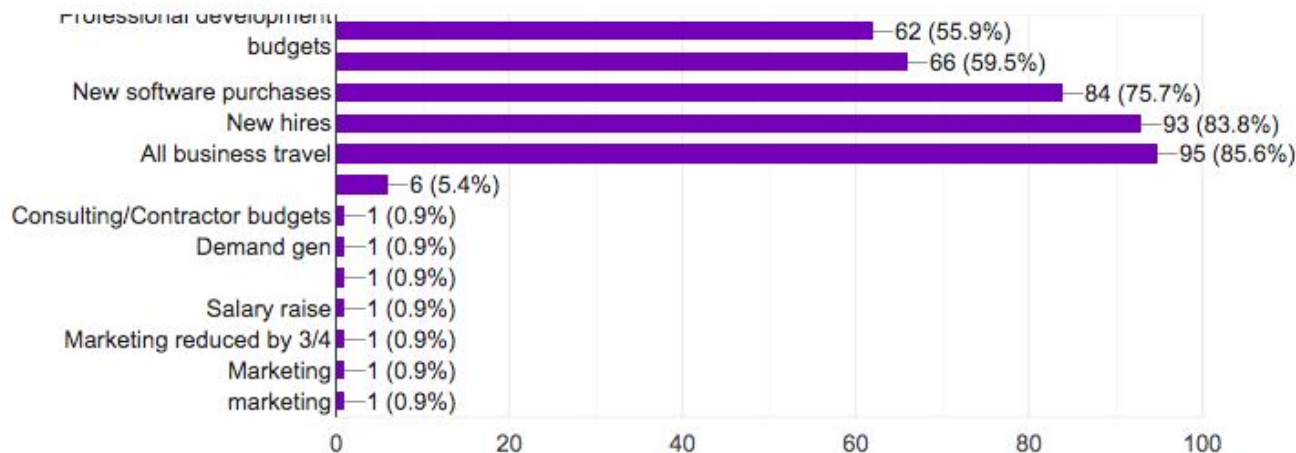


- Yes
- No
- Likely
- We cut off travel for health reasons, but not economic
- Marketing budget reduced by 3/4
- re-allocated to digital

Revenue Collective Economic Benchmarking Survey Today's Results

If you budget has been reduced, what specific areas have been impacted?

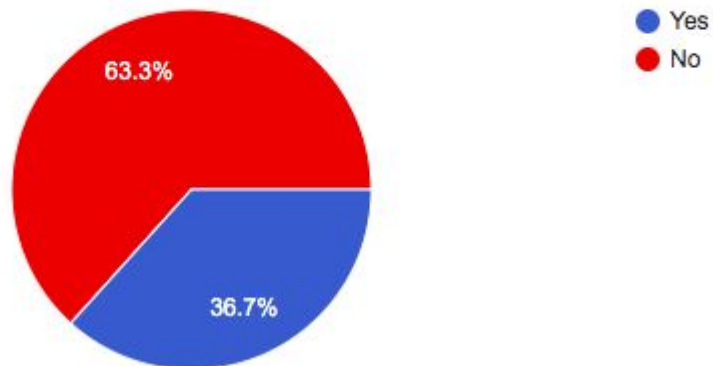
111 responses



Revenue Collective Economic Benchmarking Survey Today's Results

Have you reduced headcount as a result of COVID-19?

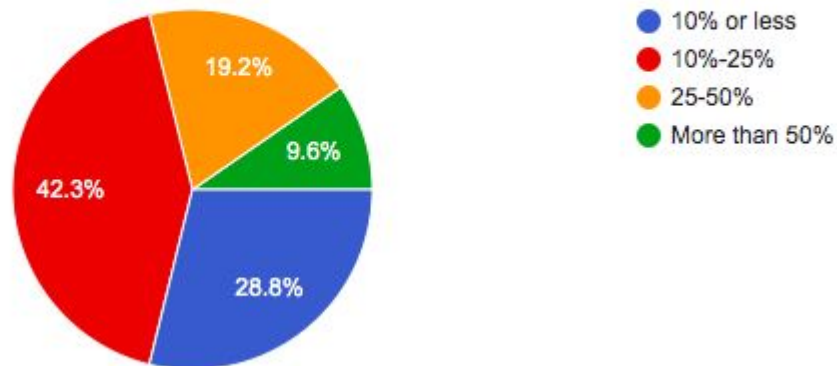
139 responses



Revenue Collective Economic Benchmarking Survey Today's Results

If you answered Yes to reducing headcount above, by what % has it been reduced?

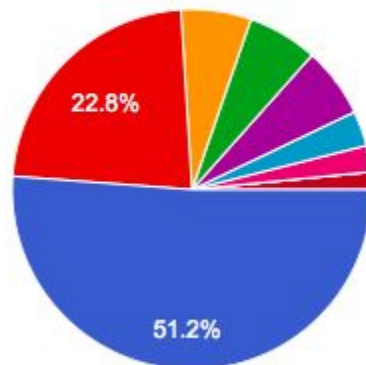
52 responses



Revenue Collective Economic Benchmarking Survey Today's Results

As a result of COVID-19, our customer churn rate has

127 responses

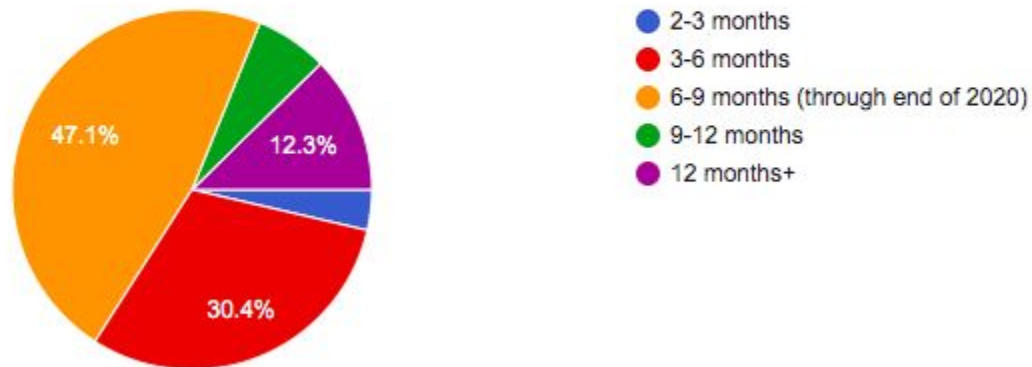


- Been about the same as prior period
- Increased 1%-5% over prior period
- Increased 5-10% over prior period
- Increased 10-15% over prior period
- Increased 15-25% over prior period
- Increased between 25%-50% over prior period
- Increased between 50-75% over prior...
- Increased between 75%-100% over pr...
- More than doubled over prior period

Revenue Collective Economic Benchmarking Survey Today's Results

What's your expectation about the duration of the economic impact from COVID-19 to your business?

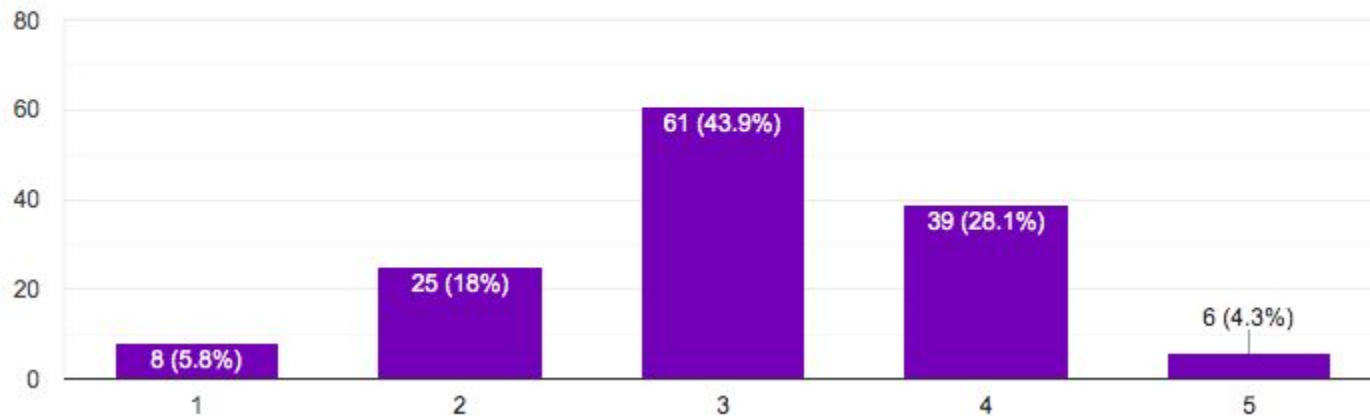
138 responses



Revenue Collective Economic Benchmarking Survey Today's Results

Rate your overall level of optimism

139 responses



Revenue Collective Economic Benchmarking Survey Anecdotes

What concerns you most today?

91 responses

Health of family, friends and employees and how long it could take me to secure new position

How long this will last and if we will survive with current run rate

Existing customers renegeing on, delaying payment

My career and the loss of momentum

The pace at which people will feel comfortable resuming normal activities, and how that will effect business

Cash flow

Aside from health of my family, unemployment is a very big concern. Challenges with business closing or scaling back and the impact on the workforce.

the unknowns about how our customers will be impacted and, in turn, us

Findina a new job after beino laid off todav

Revenue Collective Economic Benchmarking Survey Anecdotes

How do you think this will affect your business once it's all done?

85 responses

When things get back to "normal", our cloud security product will be in high demand.

We are setting up lots of tests across Q2 to keep abreast of market changes and so will be on the front foot to enable us to move into growth mode as quickly as possible. We also believe that this situation has added more weight to our proposition

slows us down, but I think we'll be able to bounce back and recover quickly when it's all over.

Might have slight advantage. VCs finding our business a safer bet.

Close dates will be pushed out. Some sectors may reconsider buying software altogether.

Could crush our industry and our business

Positive

Big hit on 2020 growth but also forces us to become even better at what we do

Revenue Collective Economic Benchmarking Survey Anecdotes

What's working best for you today?

80 responses

Keeping a a Stoic outlook and up-skilling to remain indispensable.

Being innovative and adapting to the environment.

We are considering more transactional vs SaaS contracts

Working with current customers.

Taking calls while walking outside.

Logging off completely from being online. It's often too much and I just need to step away completely sometimes. Also, morning runs.

Teamwork

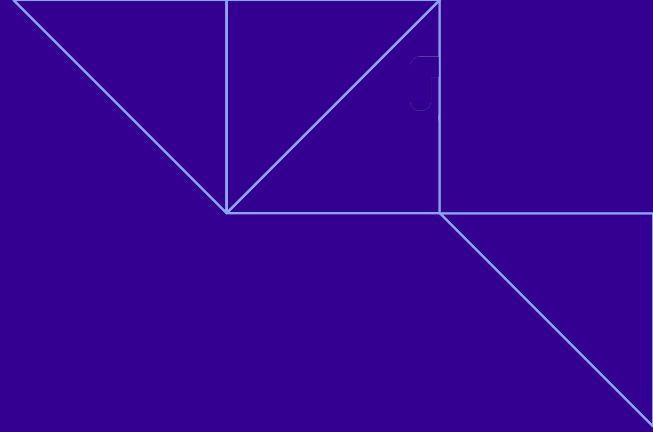
More Yoga and Meditation

Offering our service free of charge to build goodwill and hope it becomes pipeline once social isolation ends.



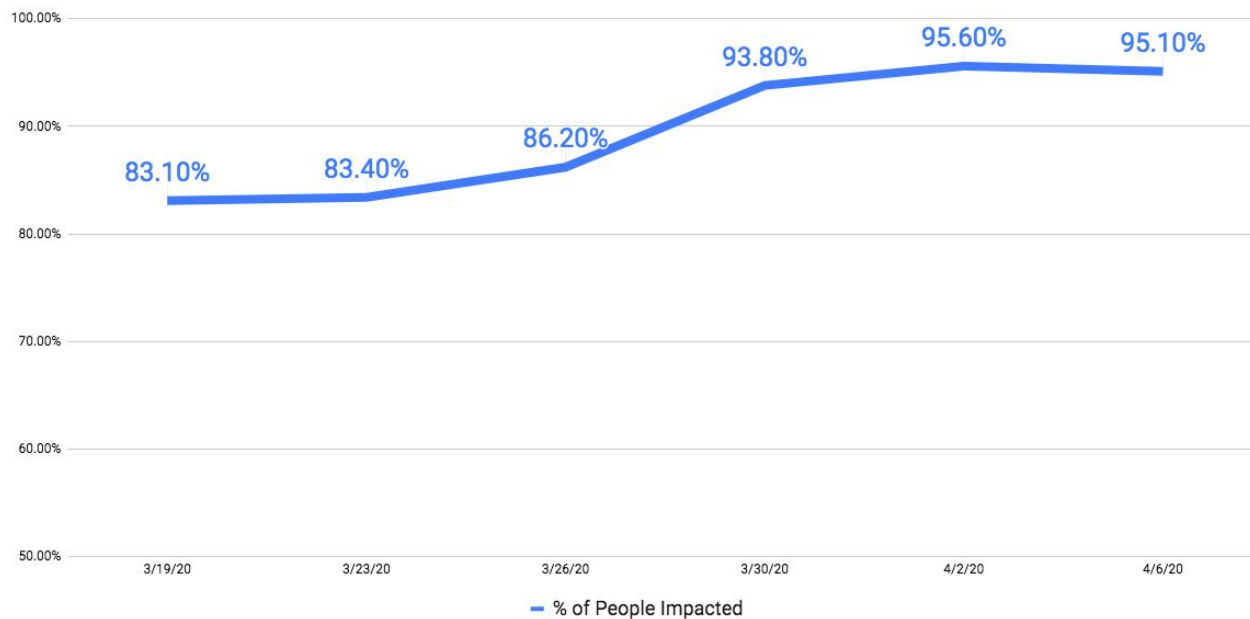
REVENUE
COLLECTIVE

Time Series



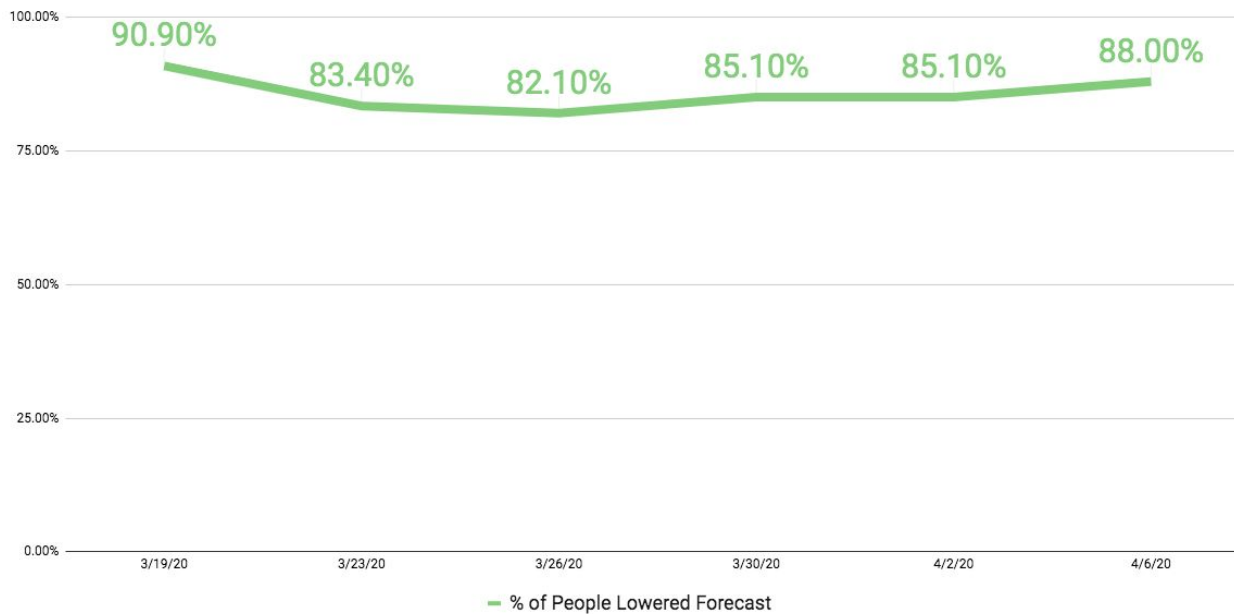
Revenue Collective Economic Benchmarking Survey

Time Series: % of Respondents Impacted



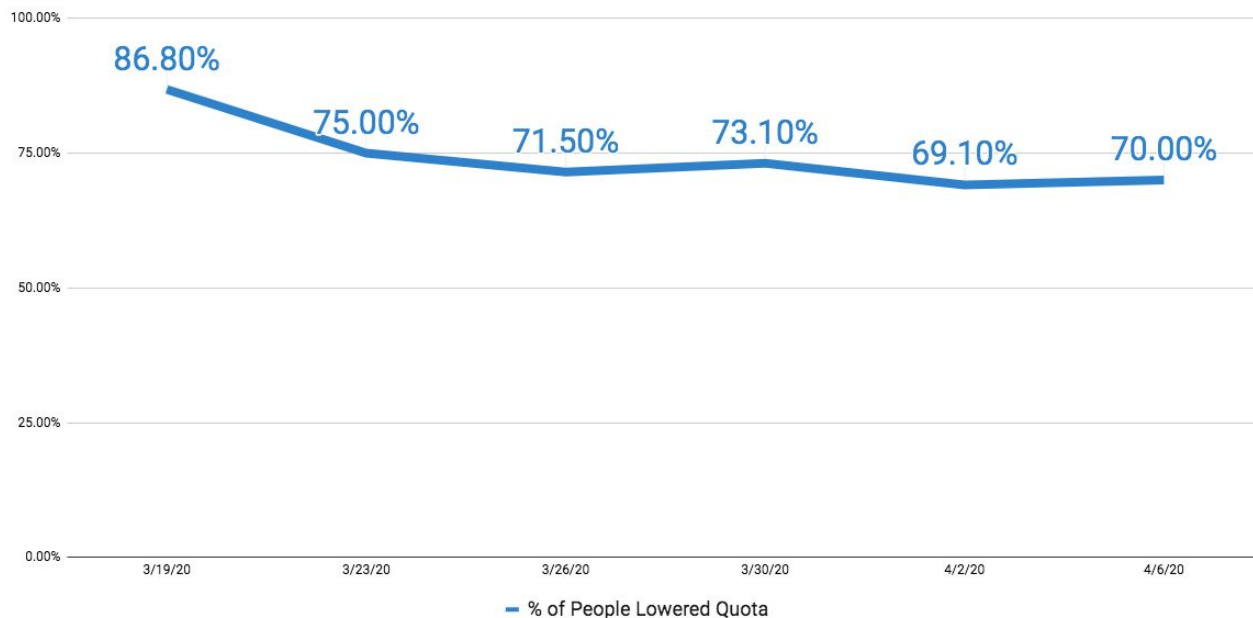
Revenue Collective Economic Benchmarking Survey

Time Series: % of Respondents Lowered Forecast



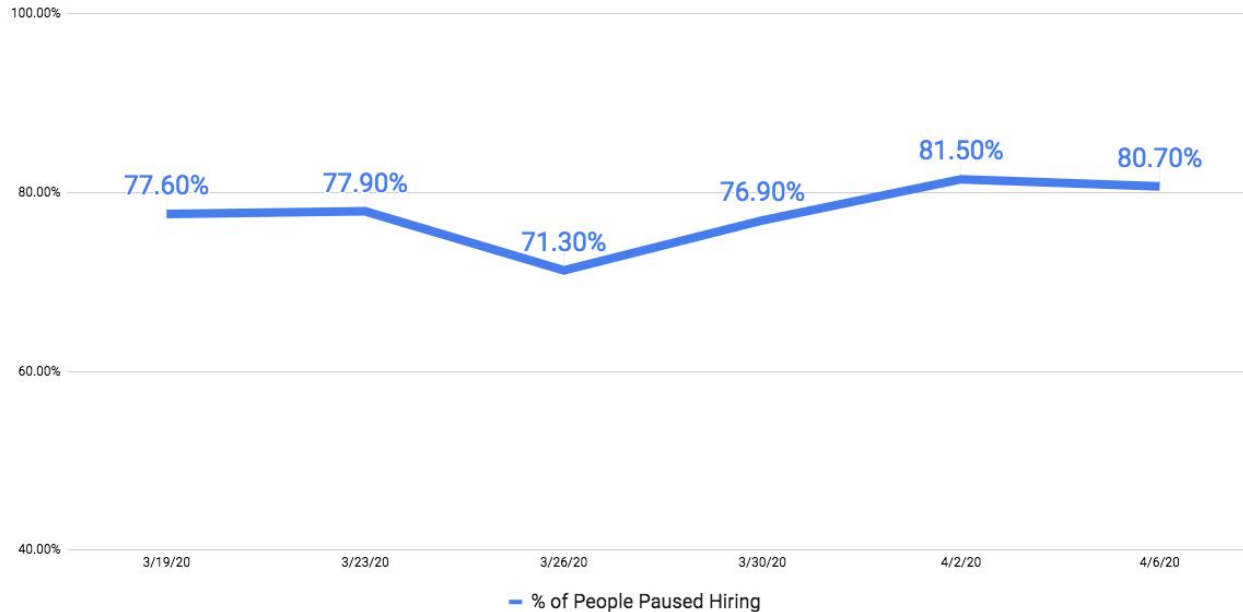
Revenue Collective Economic Benchmarking Survey

Time Series: % of Respondents Lowered Quota



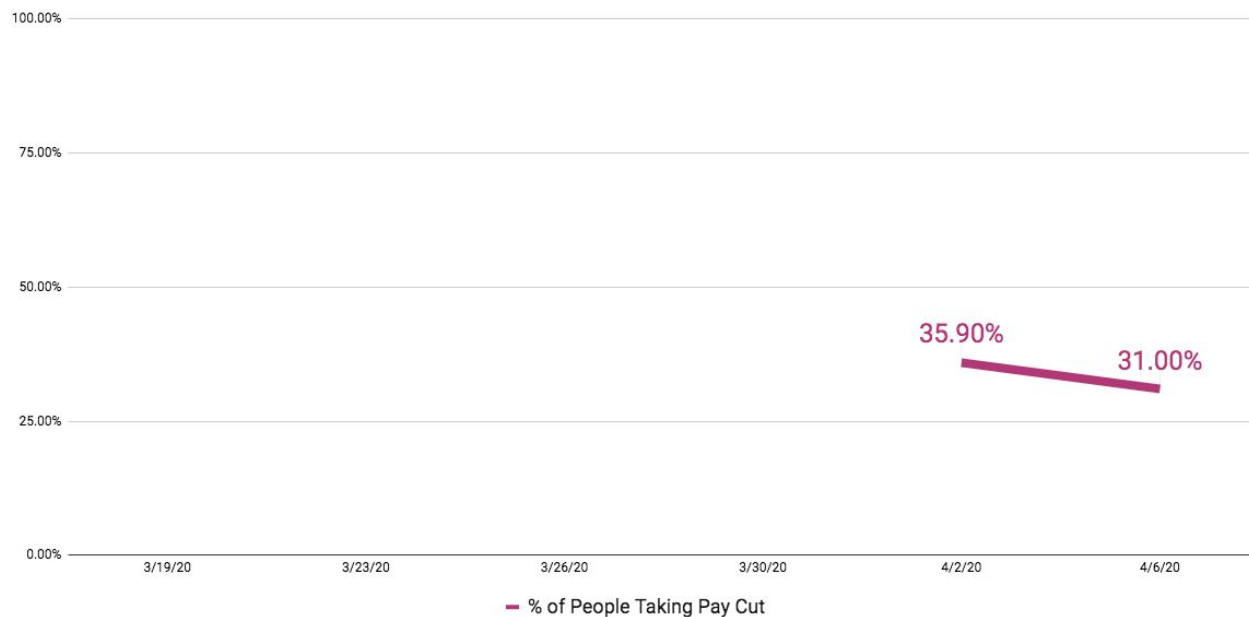
Revenue Collective Economic Benchmarking Survey

Time Series: % of Respondents Paused Hiring



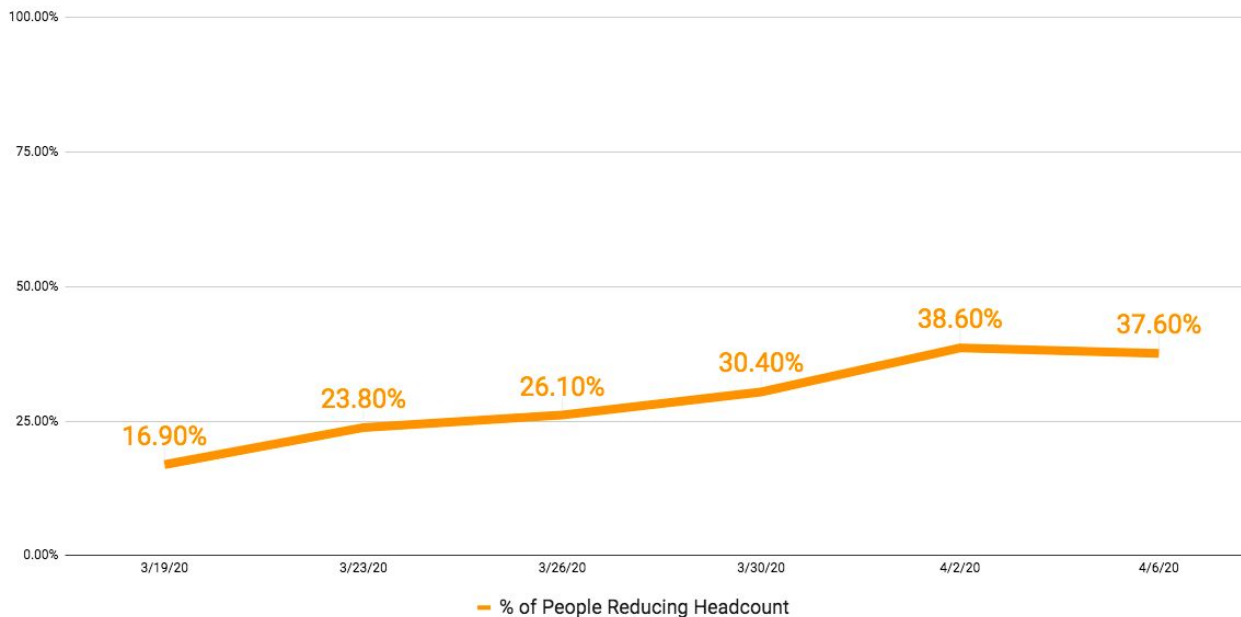
Revenue Collective Economic Benchmarking Survey

Time Series: % of Respondents Taking Pay Cut



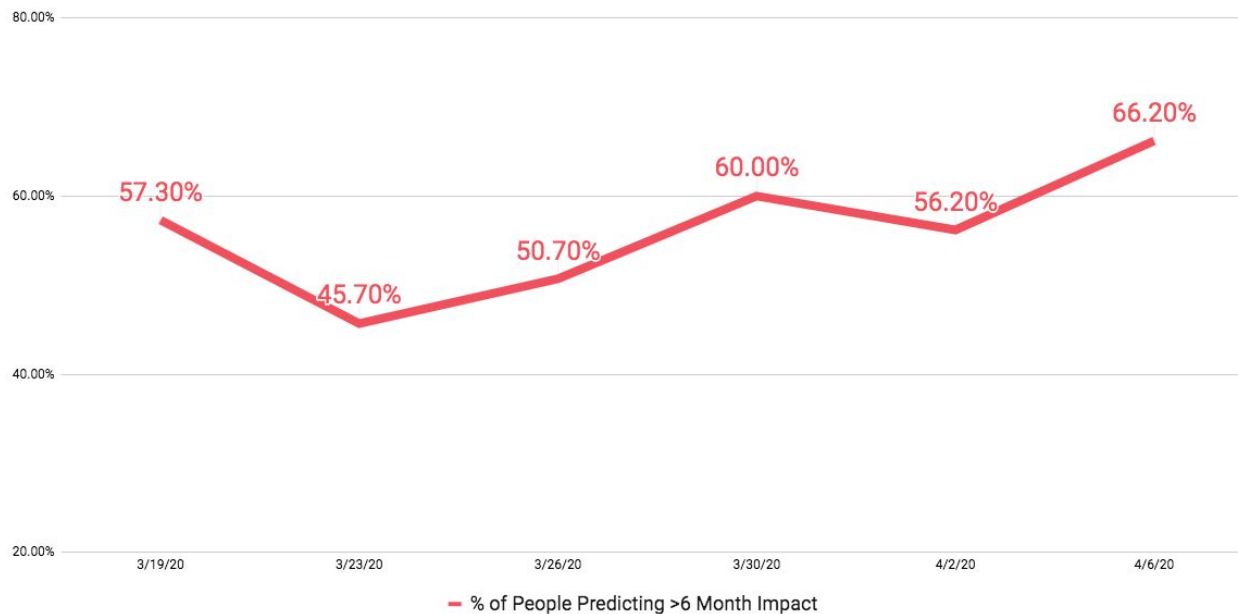
Revenue Collective Economic Benchmarking Survey

Time Series: % of Respondents Reducing Company Headcount



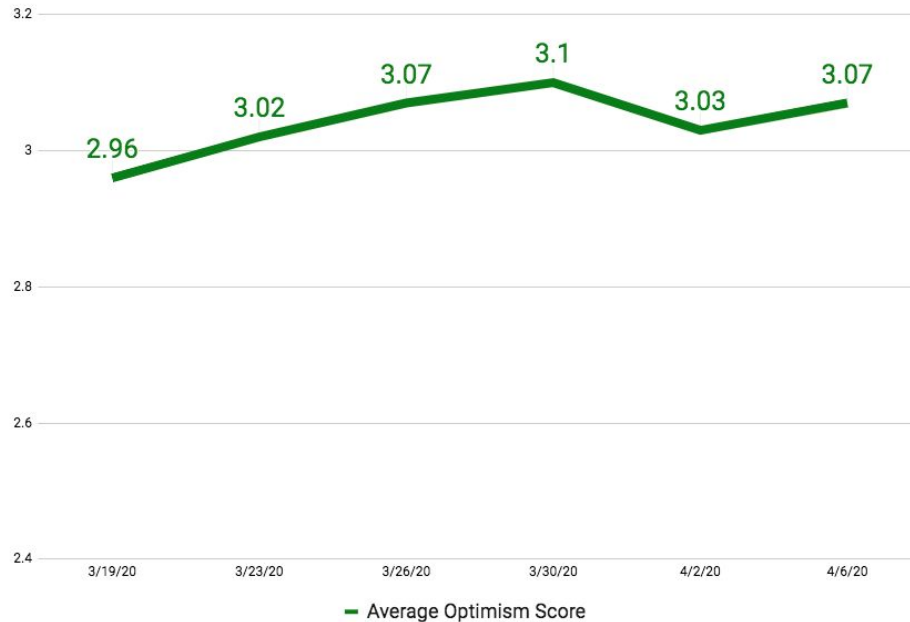
Revenue Collective Economic Benchmarking Survey

Time Series: % of Respondents Predicting 6+ Months Impact



Revenue Collective Economic Benchmarking Survey

Time Series: Average Optimism





How Revenue Collective is Helping During COVID-19

- Daily Sprints at 12pm featuring prominent global thought leaders from firms including Redpoint Ventures, General Atlantic, and more
- 15+ virtual meetings/week by city and region
- Bi-weekly Economic Benchmarking Survey
- Dedicated channels for news and parenting tips
- Collated job reports featuring hiring companies and great candidates
- Strategic partnerships including One Medical for discounted access to telehealth and COVID diagnosis
- Daily support of 1,700+ global executives committed to helping others



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can help your revenue leadership?**

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or email contact@revenuecollective.com