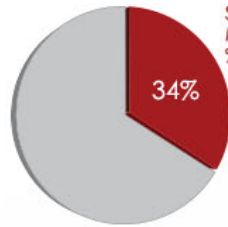


Are you Spending Enough on Sales and Marketing?



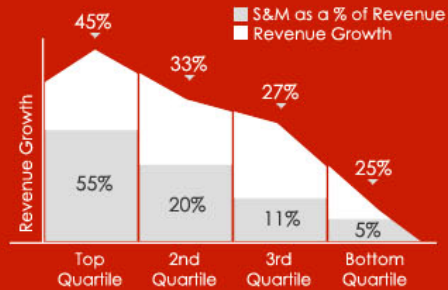
Sales and Marketing as a % of revenue

PUBLIC SOFTWARE COMPANIES



And that computes to **54%** of Gross Profit.

How much you spend on Sales and Marketing ties directly to growth in revenue.



But spending too much or too little is disastrous



Spending 50%+



Less than 10%



For optimal profitability you should be spending **27%** of revenue on sales and marketing



SALES AND MARKETING IS MUCH BIGGER THAN R&D



The average firm is spending **2.4 times** as much on Sales and Marketing as they do on Research and Development

How about the big guys?

