

Strengthen Your Sales Strategy

Using venture debt to build and grow lasting relationships.

With insights from the 2021 SaaS Industry Report.

As a SaaS company, building and executing a sales strategy can be a complex process. It's a matter of understanding your position in the market and leveraging your unique strengths to solve your prospects' and customers' challenges. But a successful strategy goes beyond the initial sale itself. With venture debt financing, you'll enhance and accelerate your sales efforts.

Build a Bigger, Stronger Team

Scaling the business to the next level requires more sales talent to build and maintain relationships with a growing audience. Venture debt helps you add new sales talent to do exactly that.

Examples:

- Hire a proven leader to manage sales
- Recruit key talent to your company
- Create compelling sales incentives

Insights: In 2020, relationship building and direct communication were leading avenues for SaaS sales teams to retain and upsell subscribers.

Leverage Sales-Driven Tools

Whether it's via a CRM or another sales-focused platform, it's important to understand how sales teams are performing. Venture debt gives you capital to use to invest in these data-driven systems.

Examples:

- Expand or set up a new CRM
- Build more advanced tools and playbooks
- Invest in training or coaching systems

Insights: In 2020, 45% of SaaS companies used their growth funding to implement new technology — the highest of all uses for the year.

Get Marketing Air Support

Marketing should always support sales. With venture debt financing, you gain resources to build stronger marketing programs and expand marketing teams and tools to nurture prospects and support sales efforts.

Examples:

- Invest in new tactics like SEM and content
- Hire specialized marketers and agencies
- Leverage new marketing tools and data

Insights: Email, SEM, websites, and content marketing were all leading support avenues SaaS companies used to acquire customers in 2020.

Expand Your Reach

A larger, more sophisticated sales team and more advanced marketing support enable your organization to spread its message further and attract more prospects. Venture debt provides the resources needed to do so.

Examples:

- Expand sales teams to support new markets
- Invest in more targeted campaigns
- Establish partnerships and attend events

Insights: SaaS companies that obtained growth capital in 2020 reported successfully achieving their goals, increasing subscribers, and more.



Achieve Your Sales Goals with River SaaS Capital

River SaaS Capital is a venture debt lender that partners with SaaS companies. We offer convenient terms, scalable funding and repayment options, and a long-term partnership approach. Our venture debt financing has helped many SaaS founders build successful sales teams, leverage new technology, and market more effectively to grow their businesses.

Advantages of Our Venture Debt Financing

NO OWNERSHIP

We don't take an ownership stake in your company or a board seat — ever.

RELAXED MRR

If you're not yet within our MRR range, we'll keep in touch until you are.

FLEXIBILITY

Previous investment and even profitability aren't required to qualify.

LOAN OPTIONS

Borrow anywhere from \$500k to \$5 million based on your growth goals.

FUNDING SPEED

Our application process concludes faster than other available funding options.

LIMITED RISK

Our repayment terms scale to the financial growth of your company.

TRANCHES

Borrow only a portion of the loan amount to avoid paying more interest.

NO WARRANTS

Most debt lenders require warrants — but River SaaS Capital doesn't.

EXIT EASE

An exit strategy isn't required to qualify for our venture debt financing.

BORROW AGAIN

You can re-borrow any principal paid, extending the life of your capital.

PARTNERSHIP

We'll be here to help your SaaS company grow from the very beginning.

EQUITY OPTIONS

We offer equity financing for companies that have utilized our venture debt.

Ready to Apply?

Apply: riversaascapital.com/apply

Call: 440-348-9695

Email: info@riversaascapital.com

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