The Revenue Growth Formula Workbook

Introducing the Revenue Growth Formula

Welcome to a new way of thinking about revenue growth — a methodical, actionable framework that can help transform the way your team works and wins. At Seismic, we work alongside organizations to drive growth and fine-tune strategies that align with their unique goals. At Shift '24, a Seismic customer, Aerogen's Sam Buitendag, introduced a compelling formula for revenue growth. It serves as the foundation for this workbook. **Let's check it out!**

The Revenue Growth Formula

Revenue Growth = ((Activities × Quality) / Time) – Distractions

This simple yet revolutionary equation provides a clear view of how your team's actions and the challenges they face directly impact revenue. Here's how it works:

ACTIVITIES

These are the day-to-day actions your field team takes to engage with prospects and customers. Think about emails sent, calls made, presentations delivered, LinkedIn InMails and conversations started, and demos scheduled. Are these activities aligned with your organization's goals?

QUALITY

It's not just about doing the work — it's about doing it well. Quality reflects how effectively these activities are executed. Are your reps delivering tailored, research-informed experiences? Do they have the right insights and tools to understand the buying team well?

TIME

Time measures efficiency. How long does it take your team to complete these activities? Are they bogged down by manually entering data, personalizing content, and researching contacts — or are they able to move quickly and confidently?

DISTRACTIONS

Every team faces friction — whether it's organizational shifts, unclear priorities, or tools that make work harder instead of easier. Do they have dedicated time to focus on what matters throughout the day? These distractions drain focus and energy, pulling your team away from what matters most. How frequent are these distractions for your team?

Each chapter in this workbook focuses on a different piece of this formulaic puzzle. We'll pose questions to help you evaluate your team's current state and identify areas for improvement. But we're not just in the business of identifying problems — we're also here to help you solve them. That's why each chapter offers real examples of how real companies (including ours) have found their rhythm and improved over time.

What to Expect

The Revenue Growth Formula is more than a concept — it's a tool you can use to evaluate where your team is today and plan where you need to go. This workbook will guide you through each part of the formula, helping you:

Evaluate your team's performance

What activities are hitting the right notes? Where does quality fall flat? How much time are distractions stealing from your goals?

Take proven steps toward growth

With real-world examples, templates, and insights from Seismic customers, you'll see how others have used this formula to orchestrate success.

Identify opportunities for improvement

From aligning your team's actions to fine-tuning their tools, this process uncovers the friction points that may be throwing you offbeat.

At Seismic, we're proud to be the leading revenue enablement platform, but we also know that no platform alone can transform a team. Success comes from the intersection of tools, talent, and execution. So, this workbook will help you harness your team's potential and chart a course for sustained revenue growth that isn't reliant on one specific tool. (That's right, even ours.) We're only human, so we'll mention when we think a Seismic product is a fit, but the advice found here will drive strategy regardless of your tech stack.

CHAPTER ONE

All About Activities

Activities are the foundation of your team's success. They represent the day-to-day actions your field team takes to engage with prospects and customers — from sending emails to delivering presentations.

But not all activities are created equal. To drive revenue growth, these actions must be intentional, impactful, and strategically aligned with your goals.

In short, they need to be the right activities, hitting the right notes, delivered at the right time, to the right audience.

Evaluating Your Organization's Activities

Use the following questions to assess the current state of your organization's activities. These prompts will help you uncover strengths, gaps, and opportunities for alignment:

What are the core activities your team performs regularly? Quantify those activities if possible.

Are these activities clearly defined and repeatable?

How well are these activities aligned with your organizational goals?

Are there activities your team prioritizes that don't contribute to revenue growth?

Which activities consistently lead to successful outcomes?

Are there actions your team spends time on that have low or unclear ROI?

How often does your team revisit and refine its approach to key activities?

Taking Action

Once you've answered these questions, you'll have a clearer picture of your team's current activity landscape. Here's how our team uses insights like these:

Build an enablement charter

An enablement charter serves as the strategic roadmap and backbone for your enablement initiatives for a longer period of time. We undergo this exercise annually. It ensures that your enablement team focuses on building programs that support the right activities for your team to execute – the ones that drive toward your OKRs and most important business goals for the year, rather than serve as a "fire department" that takes care of any and everyone.

Here's a checklist that can give you a start on successfully building an enablement charter when you're ready.

- [ ] Identify or define your business goals and the goals of the teams/functions your enablement team serves.
- [ ] Create a mission statement for your enablement function.
- [ ] Establish sales and program metrics that will prove the success or failure of your enablement efforts.
- [ ] Identify the key activities your team will own, support, and manage.
- [ ] Outline a structure plan for execution.
- [ ] Find an executive sponsor to ensure buy-in and cross-functional cooperation.

Experiment, experiment, experiement

It might sound obvious, but to improve the activities your team performs, you have to be willing to ditch the status quo. Here are a few activities to test and experiment with.

- [ ] Examine engagement rates for outreach cadences. Test new messaging for the ones that have lower-than-average performance.

- [ ] Conduct a content audit to identify patterns in what's working and what isn't worthwhile. Build a plan to create more of the former.

- [ ] Leverage call recordings, email analytics, and CRM data to pinpoint friction points in the sales cycle.

- [ ] Pilot different engagement strategies for a small number of targets — like multi-channel outreach or hyper personalized follow-ups.

SPOTLIGHT ON SUCCESS

Seismic recently piloted a program, Pipe Gen Tuesdays (originally a brainchild of 6Sense), to experiment with the activities we perform – in a measured and data-driven way. We took 8 AEs, 4 SDRs, inside sales leaders, and field marketing support to work as one team, breaking down our typical go-to-market process to experiment with one that just might work better.

It started by aligning AEs and SDRs around a focused target list — 82 of our hottest accounts — and then layered in a multi-touch marketing warm-up, including a 3-email nurture, boosted LinkedIn posts, display ads, and personal **LiveSocial** posts about 2025 revenue planning. On call day, reps used real-time engagement data to guide outreach, ensuring every touchpoint was intentional and timely. Finally, a structured post-blitz follow-up process helped convert early momentum into pipeline, with a spiff incentivizing AE/SDR teams that generated the most meetings from the target accounts.

The results? **22 first sales meetings in one week, $400K in pipeline in the first seven days, and higher connect and meeting rates.** Case in point, revenue growth isn't just about doing more — it's about doing the right things, at the right time, with the right team alignment.

Want to hear more? **Sign up for our webinar about it**.

By ensuring your team's activities are intentional and aligned, you're building the foundation for sustainable revenue growth. Let's move on to the next chapter, where we'll dive into the quality of these actions and how to elevate them further.

CHAPTER TWO

Quantifying Quality

If activities are the foundation of your team's success, the quality of their execution is the rhythm that drives momentum. High-quality delivery ensures that every activity your team undertakes hits the right notes, making the greatest possible impact. In this chapter, we'll explore how quality amplifies revenue growth, the challenges teams face in maintaining it, and actionable strategies for fine-tuning performance.

The Challenge with Quality

Quality rarely suffers due to a lack of effort. Often, the root causes are systemic, linked to the environment, tools, or culture within the organization. Like a band playing out of sync, misalignment in these areas can dampen effectiveness. Take some time to consider these common pitfalls and how they might affect your team's performance.

FRAGMENTED OR INEFFECTIVE CONTENT

Disorganized content libraries lead to inconsistency in messaging and a lack of confidence during prospect interactions. **On average, sellers spend 440 hours each year searching for the right sales content to share with prospects and customers**[1]– time that could be spent selling.

OVERWHELMING COMPLEXITY

Overloaded sales processes, unclear priorities, and an avalanche of tools can leave sellers feeling stretched thin and unable to focus on what truly matters.

INSUFFICIENT PREPARATION

Without adequate time or support to prepare, sellers often default to generic approaches that fail to resonate with buyers. This lack of personalization undermines trust and credibility. **After all, 71% of buyers expect personalization**[2].

KNOWLEDGE DECAY

Sales training often happens in bursts, with little reinforcement. The knowledge that sellers gain quickly fades, leaving them unprepared for real-world challenges. **Research shows that individuals forget up to 75% of what they learn**[3] **within just a few days if it isn't reiterated.**

LACK OF FEEDBACK LOOPS

Sellers who don't receive constructive feedback or insights into what's working and what isn't often struggle to refine their approach and continuously improve, making the same mistakes over and over again. The proof? **Win rates improve by 32% and quotas are attained 27% more often with coaching.**[4]

Evaluating Your Organization's Quality of Execution

To understand where your team stands, ask yourself these questions:

Are sellers equipped with the resources they need to succeed?

How quickly can they find the content they need?

How effective is the content they use? Are you regularly evaluating it?

How often do they receive actionable feedback or coaching?

- [ ] Every week
- [ ] Every month
- [ ] Every quarter
- [ ] Every six months
- [ ] Every year

What training and development programs do you offer to help knowledge stick?

Is the team aligned around a shared commitment to quality?

By addressing these questions, you can begin to uncover where execution gaps exist and prioritize steps to close them.

Taking Action

Achieving quality execution requires more than hard work; it demands a shift in mindset and strategy. Here's a few ideas on how organizations can foster an environment that drives excellence:

Implement a strong content governance strategy

A content governance strategy is a structured approach to organizing, managing, and maintaining content so it remains relevant, accessible, and aligned with business goals.

- [ ] Define clear roles, responsibilities, and processes for content creation, auditing, and retirement.
- [ ] Ensure customer-facing teams can easily find and use the most up-to-date materials.
- [ ] Regularly review and refine content to keep it relevant and aligned with business goals.

Reinforce learning

Replace one-time training sessions with continuous learning opportunities. Reinforcement through microlearning, role-playing, and just-in-time training ensures that knowledge sticks.

- [ ] Identify the one-time training sessions your team runs or participates in. Consider if they're a better fit for just-in-time learning.
- [ ] Assess the reinforcement strategies you're currently deploying. Are they working? If not, explore microlearning, role-playing, and just-in-time training.

Skills coaching

When you know you need to uplevel the quality of your team's execution, it's time to turn to skills coaching.

- [ ] Clearly define the skills required for each go-to-market role, keeping in mind strategic business objectives.
- [ ] Map your teams' skills against this matrix
- [ ] Provide structured training and coaching plans tailored to each skill and experience level.

Foster a feedback culture

Create an open environment where sellers and managers can exchange feedback regularly.

- [ ] Use insights from customer interactions to refine strategies and improve execution.
- [ ] Ensure enablement tools allow for training lesson reviews and feedback submission.
- [ ] Assign responsibility for addressing and implementing feedback to drive continuous improvement.

SPOTLIGHT ON SUCCESS

expedia group

Expedia partnered with Seismic to improve seller productivity. We focused on introducing tailored training paths, consolidating 6,000 content assets, and saving the team time with personalized, data-driven presentations.

As a result, **Seismic boosted content engagement to 88.5%, saved 1,800+ hours with automation, and scaled support for 3,500+ sellers.**

Read the Full Story

Celebrate quality

Highlight examples of what exceptional execution looks like within your team. Whether it's a standout presentation, a well-crafted proposal, or a creative approach to personalization, these moments of excellence inspire others to raise their standards.

- [ ] Recognize and showcase standout examples of excellent execution within the team.
- [ ] Highlight best practices through internal case studies, team meetings, or dedicated channels (e.g. Slack).

Quality execution isn't just about avoiding mistakes; it's about hitting the right notes every time, setting a standard of excellence that elevates every interaction. In the next chapter, we'll explore how to fine-tune time management to ensure your team's efforts are as efficient as they are effective.

CHAPTER THREE

Let's Talk About Time

Time is one of the most valuable resources your team has, and how it's managed can shape the rhythm of your revenue growth. Inefficient use of time doesn't just reduce productivity—it disrupts momentum, stifles creativity, and makes it harder to capitalize on key opportunities. In this chapter, we'll explore how to harmonize time management with strategic processes, innovative tools, and intentional focus, giving your team the bandwidth to do more of what works.

The Reality of Wasted Time

Despite their best efforts, teams often face obstacles that sap valuable time and energy. These include:

CONTENT OVERLOAD

As mentioned previously, teams often deal with an overwhelming volume of content, much of which is outdated or irrelevant. According to Seismic's Value of Enablement Report, sellers without enablement tech **waste an average of 10 hours per week** searching for the right materials or resorting to creating their own. That can quickly lead to inconsistencies, inefficiencies, and compliance issues for highly-regulated industries.

TOOL FATIGUE

With a proliferation of tools and platforms, sellers can feel bogged down by technology instead of empowered by it. Switching between disconnected systems eats into time and focus. And it's not just an annoyance for reps, with **50% of workplace tech going untouched**[5] – investing in the wrong tech can tank your organization's ROI.

INSUFFICIENT COLLABORATION

Misaligned teams and scattered communication – especially when it comes to meeting preparation – can lead to duplicated efforts, missed opportunities, and delays in decision-making. Nowhere is this clearer than in Seismic's Generation Enablement Report, where respondents who only use enablement technology for one team believe that expanding it across their organizations would lead to increased revenue (58%) and operational efficiency (65%).

UNDERUTILIZED ANALYTICS

Many teams fail to use available data to identify what works – or they don't use it often enough – putting them in a position to continue to waste time on activities that don't move the needle. We regularly hear sentiments like this from customers looking into enablement platforms. As Sam from Aerogen said, they sought a new solution out of "the need for a fully integrated platform and data-driven insights."

Evaluating Your Team's Time

Here are some questions to help you identify opportunities for better time management across your organization:

How do your top sellers spend their time?

What tasks or processes generally take the most time for your team?

Are there inefficiencies that could be addressed with better tools or workflows?

What time-saving strategies are working well today? Are they being replicated across the team?

How often do you review data to understand which activities yield the best outcomes?

Are there insights available to you that you're not yet using to guide your time investment?

Are your AI tools being used to their full potential?

Taking Action

Optimizing time isn't just about working faster — it's about working smarter. Modern sales and enablement teams are increasingly turning to AI and advanced tools to streamline workflows and maximize efficiency.

In 2024, Seismic conducted a study on how go-to-market and enablement leaders view AI. A whopping **92%** said that advancements in AI are influencing their company's increased investment in enablement tech in 2025. If that sounds like your organization, use this checklist to guide you as you're considering AI tools.

Automate coaching and feedback

Consistent coaching and practice is essential for mastering sales skills, but it can also be inefficient when implemented incorrectly. AI tools for coaching and feedback help managers focus on strategic coaching rather than the minutiae of every interaction, while still giving sellers what they need to succeed.

- [ ] Use AI tools to analyze recorded calls, emails, presentations, and practice pitches to surface key insights quickly.
- [ ] Implement virtual role-play tools, powered by AI, to refine pitches and objection handling.

63%

of study respondents that were currently using AI were already using it to streamline the learning and coaching process.[6]

Improve content findability

As we've seen throughout this workbook, sellers waste valuable time searching for the right materials. AI-driven search and tagging solutions make it easier for them to locate relevant content instantly, without bogging down marketing or enablement teams with even more work.

- [ ] Use AI to tag content to improve findability.
- [ ] Incorporate AI tools when writing metadata and descriptions for content to speed up the process.

52% of study respondents that were currently using AI were already using it to improve content findability and storage.[7]

SPOTLIGHT ON SUCCESS

alteryx

Alteryx needed a better way to equip its sales team with the right content and training while reducing silos and ramp times. They identified that they wanted an AI-powered solution to simplify content management and speed up enablement.

With Seismic's AI-powered Aura Copilot, Alteryx **accelerated content publishing by 38%** and made it easier for sellers to find information using AI-driven search. Sellers quickly adopted the tool, using it over 1,200 times to prepare for calls, understand competitors, and improve outreach.

The results speak for themselves: increased win rates, faster onboarding, and a more productive sales team.

Read the Full Story

Deploy content personalization at scale

Tailoring content to prospects is key to engagement, but customization can be time-intensive. AI-powered tools streamline the process, enabling sellers to efficiently create personalized materials while maintaining brand compliance.

- [ ] Identify the most commonly used content pieces and standardize templates for faster personalization.
- [ ] Implement AI-driven tools to assist with personalization, ensuring sellers can personalize based on industry, persona, and more without wasting time.
- [ ] Train sellers on best practices for customizing content while ensuring brand and legal compliance if needed. Some AI-powered platforms, like ours, automatically embed compliance into every piece of personalized content.

62% of companies that were currently using AI used it for content creation and editing last year.[8]

Use AI to quickly understand insights

Understanding what works allows teams from across the organization to optimize their efforts.

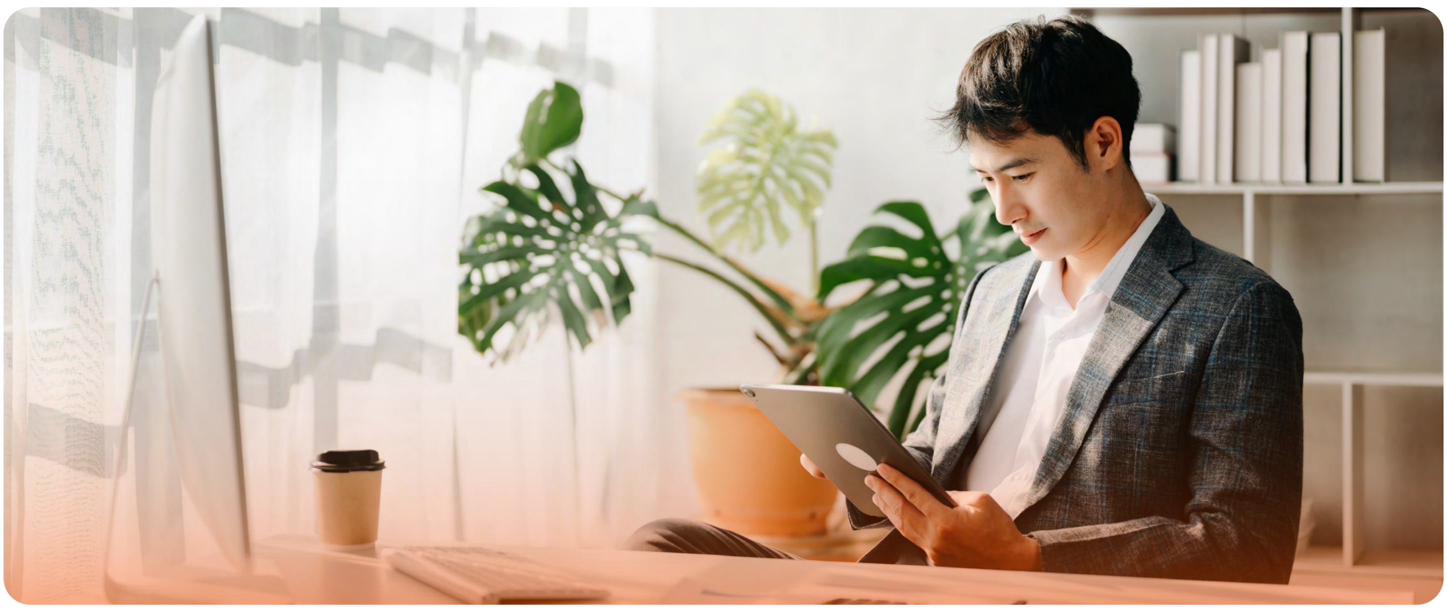
- [ ] Analyze sales interactions to identify patterns in successful content and seller behaviors.
- [ ] Implement AI-powered tools to assess the impact of enablement efforts on sales performance and revenue growth.

In the next chapter, we'll dive into the role of distractions and how minimizing them can help your team stay in sync and unlock even greater potential.

CHAPTER FOUR

Downsizing Distractions

Distractions are the silent productivity killers that disrupt focus and drain your team's energy. While multitasking often takes the blame, the reality is that distractions stem from deeper, systemic issues. When priorities aren't in sync or internal processes create unnecessary noise, it's like playing in a band where everyone is out of tune — making it difficult to execute effectively. In this chapter, we'll uncover several sources of distractions and explore strategies to bring focus and flow back to your team's performance.



The True Source of Distraction

If your sellers struggle to stay focused, oftentimes, the issue isn't a lack of effort — it's the background noise created by inefficiencies within the organization. Consider these common culprits that might be throwing your team offbeat:

CONSTANTLY CHANGING PRIORITIES

Frequent shifts in objectives and key results (OKRs) or organizational goals can leave teams confused about where to focus. When priorities aren't clearly communicated or change too often, sellers spend valuable time trying to align instead of executing.

EXCESSIVE INTERNAL MEETINGS

Over-scheduled calendars prevent sellers from dedicating time to customer-facing activities. Unnecessary or poorly structured meetings disrupt flow and pull teams away from high-value tasks. A study from our partners at Microsoft found that the amount of time workers spend in meetings has tripled since the pandemic[9], but you've probably experienced that for yourself.

INEFFECTIVE SALES COMPENSATION STRUCTURES

When compensation plans don't align with desired behaviors, sellers may focus on the wrong activities or lose motivation altogether. Misaligned incentives can create confusion and wasted effort.

POOR CROSS-DEPARTMENT COLLABORATION

Miscommunication or lack of alignment between sales, marketing, and enablement teams leads to duplicated efforts and missed opportunities.

PROCESS INEFFICIENCIES

Outdated processes, redundant approvals, or unclear workflows can create unnecessary friction, forcing sellers to spend more time navigating internal hurdles than engaging with customers.

DISJOINTED TECHNOLOGY USE

Too many tools or a lack of integration between systems can create more work instead of streamlining it. Sellers waste time toggling between platforms or trying to piece together insights from disparate sources.

Evaluating Distraction

Take a moment to reflect on how distractions are affecting your team. Use these questions to guide your assessment:

Are your team's goals and priorities clearly defined and consistent?

How often are changes communicated? How do they impact focus?

How much time does your team spend in meetings each week?

Do these meetings drive value, or could they be restructured or eliminated?

What activities does your compensation structure promote? Do they align to organizational goals and priorities?

What processes create the most friction for your team?

Are your tools helping or hindering productivity?

☐ Yes ☐ No

Taking Action

Reducing distractions takes more than just good intentions — it requires a deliberate and well-orchestrated approach. By cutting through the background noise of systemic distractions, your team can regain focus and channel their energy into the activities that drive real impact. Fine-tune your workflows, streamline tools and meetings, and ensure organizational goals and incentives are in harmony. Creating a culture that prioritizes focus while minimizing unnecessary disruptions will help your team stay in rhythm and perform at their best.

Here are actionable steps to help your team stay focused:

Clarify and simplify priorities

Keeping sellers focused on the right objectives prevents wasted effort and ensures alignment with business goals.

- [ ] Establish clear OKRs and communicate them regularly to ensure alignment. Limit shifts in focus to quarterly or semi-annual intervals to reduce confusion.

- [ ] When priorities must change, deploy a change management strategy.

- [ ] When priorities must change, deploy a change management strategy.

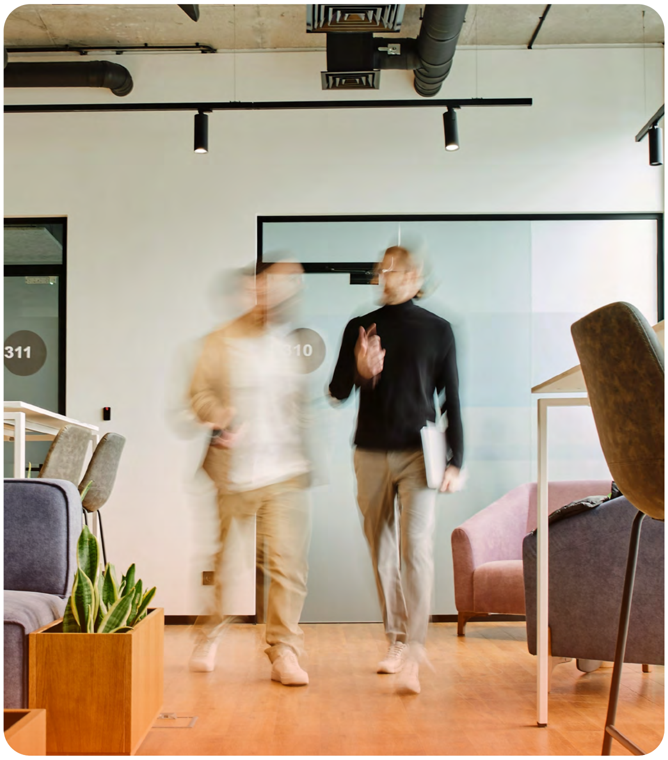
- [ ] Assess potential barriers to adoption and deploy a change management strategy to sustain long-term success. (Our Strategic Enablement Services team swears by the ADKAR Model for Change Management and often guides teams through transition using it.)

- [ ] Engage leadership and enablement teams to ensure alignment and reduce resistance to change.

Streamline meetings

Reducing unnecessary meetings allows sellers to spend more time engaging with prospects and closing deals.

- [ ] Audit recurring meetings to determine which can be eliminated or restructured.
- [ ] Assess external meeting preparation processes to ensure efficiency.
- [ ] Implement meeting-free selling hours or days to maximize uninterrupted focus time.
- [ ] Leverage collaboration tools to streamline workflows and reduce unnecessary live discussions.



SPOTLIGHT ON SUCCESS

Aerogen

Aerogen put a focus on improving meeting collaboration and preparedness with Seismic for Meetings, using the tool to identify common pathways that prospects take through the buying cycle – and improving upon them.

As a result of better enablement, their **productivity has increased by 48%**, their efficiency has increased by 62%, and their effectiveness has increased by 40%.

Read the Full Story

Align compensation with goals

Incentivizing the right behaviors ensures that sales teams are motivated to focus on high-impact activities.

☐ Design compensation plans that directly reward behaviors aligned with your organization's strategic objectives

☐ Regularly assess incentive structures to ensure they drive the right actions.

☐ Use performance data and AI-driven insights to refine compensation models and measure their impact on revenue growth.

In the next chapter, we'll discuss how to combine all elements of the formula — activities, quality, time, and minimized distractions — to drive sustainable revenue growth.

CHAPTER FIVE

Bringing It All Together

Revenue growth is not the result of chance — it's the product of deliberate, focused action. By applying the principles of the formula we've explored together — Activities, Quality, Time, and Distractions — your team can unlock its true potential. In this final chapter, we'll tie these elements together and offer a roadmap for sustained success.

The Formula Revisited

Let's revisit the formula that has guided this workbook:

$$\text{Revenue Growth} = \left(\frac{\text{Activities} \times \text{Quality}}{\text{Time}}\right) - \text{Distractions}$$

Each component plays a critical role:

ACTIVITIES

The consistent, strategic actions that drive engagement and move deals forward.

QUALITY

The caliber of execution that ensures each action is impactful and aligned with customer needs.

TIME

The efficiency with which your team operates, allowing for maximum output without unnecessary delays.

DISTRACTIONS

The systemic inefficiencies and interruptions that dilute focus and energy, which must be minimized.

When these elements work in harmony, your organization is primed to achieve exceptional results.

Final Reflection

As you close this workbook, take a moment to reflect on your journey:

What have you learned about your team and its potential?

Which aspects of the formula resonate most with your current challenges?

How will you commit to implementing these insights in the weeks and months ahead?

This workbook is just the beginning. True transformation happens when knowledge is put into action. By embracing the formula and committing to ongoing improvement, you can create a foundation for sustained revenue growth and long-term success.

A Roadmap for Revenue Growth

Now that you've identified some of the challenges and gaps in your approach to revenue growth, it's time to put this formula into action. Here's how:

- [ ] **AUDIT YOUR CURRENT STATE**

Evaluate your team's current activities, execution quality, time management, and distractions. You've likely already used the reflection questions from each chapter to identify strengths and areas for improvement.

- [ ] **SET CLEAR PRIORITIES**

Align your team's objectives with organizational goals. Focus on high-impact activities that deliver measurable results.

- [ ] **EMPOWER YOUR TEAM**

Provide the tools, training, and resources they need to succeed. You will likely need executive buy-in to implement these changes and foster a culture of continuous learning.

- [ ] **LEVERAGE TECHNOLOGY**

Use AI and analytics to uncover insights, automate repetitive tasks, and personalize customer interactions. Invest in platforms that streamline workflows and improve visibility across teams.

- [ ] **MONITOR AND ADAPT**

Regularly revisit the formula to ensure it continues to align with your evolving goals. Be open to experimentation and innovation as you refine your approach.

Take the Next Step

Ready to take your revenue growth strategy to the next level? The Seismic Enablement Cloud empowers customer facing teams with the right skills, content, tools, and insights to engage customers and grow revenue.

Gain a clearer understanding of your team's unique challenges and opportunities.

See firsthand how Seismic's comprehensive enablement platform can address your gaps.

Learn how our proven tools and insights can help you implement the formula for success.

Don't wait to transform your approach to growth — schedule your Seismic demo today and let us partner with you on the journey to achieving your goals.

About Seismic

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs. Seismic is headquartered in San Diego with offices across North America, Europe, and Australia.

To learn more, visit **Seismic.com** and follow us on **LinkedIn**, **X (formerly Twitter)** and **Instagram**.

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