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**BUSINESS GROWTH THROUGH PREMEDITATED THOUGHT**

# REVENUE CAPTURE IS A COMPANY RESPONSIBILITY

A PERSONAL BUSINESS STRATEGIST WILL WORK WITH YOU ONE-ON-ONE TO UNDERSTAND YOUR OPERATIONAL NEEDS, YOUR CORPORATE OBJECTIVES, AND YOUR CULTURAL ENVIRONMENT TO MAXIMIZE CORPORATE SUCCESS.

Increasing corporate revenue is a company wide responsibility. Through the Value Forward programs, we integrate strategy, marketing, and sales methods into one outbound revenue capture model designed to increase your business success. Working in tandem with senior executives, sales team members, and

marketing associates, we assess your current business value from a prospect's perspective, then measure the distance between their perception of value and yours. Once your "Value Variance " is determined, we make appropriate recommendations on your business strategy, sales process, and marketing approach and then train your sales team on specific techniques to increase the value acceptance by the prospect and improve revenue capture.



**PLANTING THE SEEDS FOR A SUCCESSFUL FUTURE.**



## BUSINESS STRATEGY AND FINANCIAL MANAGEMENT REVIEW AND ASSESSMENT

Business strategy and financial management are not silo activities but centralized corporate foundations that affects company wide success. Product and service development must parallel the needs of the buyer and provide an identifiable path for market positioning and customer acquisition. Financial management is a key business driver needed to fund expansion. When both are cultivated correctly, businesses can grow.

**THROUGH OUR VALUE FORWARD PROGRAMS, WE HELP MAKE REVENUE CAPTURE A PREMEDITATED PROCESS.**





WE PROVIDE A PROVEN INTEGRATED GROWTH MODEL THAT CAN HELP YOU ACHIEVE INCREASED BUSINESS PERFORMANCE SUCCESS.

## MARKETING STRATEGY ADVICE AND PLANNING

WE TAKE A TEAM APPROACH TO ADVISING YOU ON THE BEST STRATEGIC AND TACTICAL ACTION STEPS NEEDED TO HIT YOUR TARGETED OBJECTIVE.

Marketing is a line position. It must generate revenue directly or indirectly or it is a wasted investment.

Does your web site turn unique visitors into prospects? Is your trade show expenditure generating a return on investment that you can measure? Have you spent large sums of money on brochures that nobody reads? Does your sales team get qualified leads every month that they sell?

Marketing tactics must be linked to corporate strategy and sales to produce revenue.

Companies often sound the same, act the same, and are perceived to be the same as their competition. As a result, they pull their business value behind them causing their revenue capture process to be reactive . . . not proactive.

Through our Value Forward business approach, we help make revenue capture a pre-meditated process.



## SALES STRATEGY AND TEAM TRAINING

Sales success happens when the sales team uses a premeditated process that is linked to marketing and strategy leadership. Sales teams fail when they do not have strategic guidelines or tactical training that informs them on who they should sell to, what those prospects will buy, and how those prospects need to be sold.

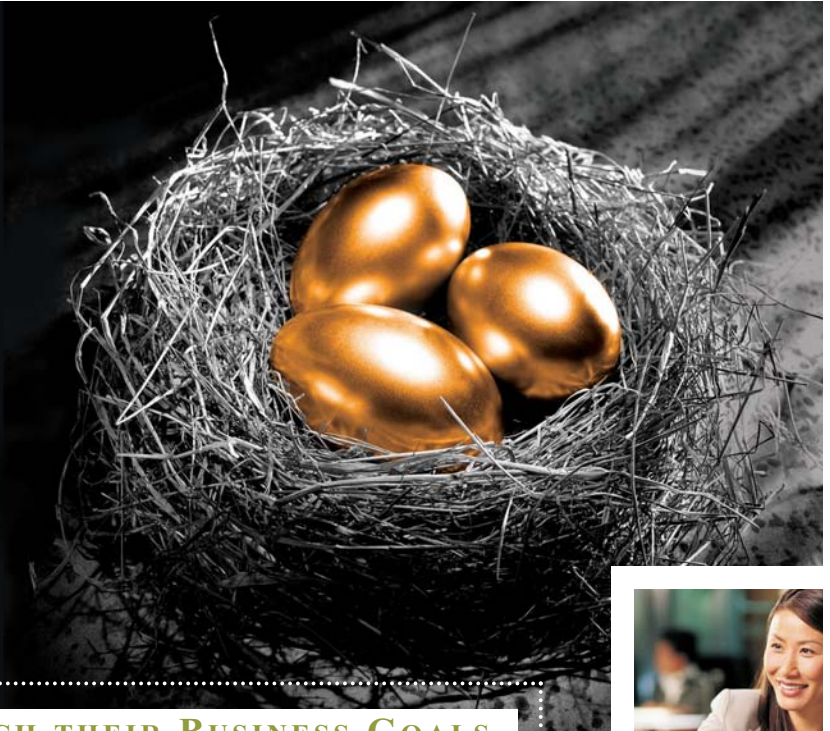


HAVING AN INDEPTH UNDERSTANDING OF YOUR NEEDS AND GOALS IS A FUNDAMENTAL PROCESS TO THE WAY WE WORK WITH YOU.

## 360° REVENUE CAPTURE

The Value Forward programs are designed to help your company implement a 360° Revenue Capture process which links all departments into one integrated revenue capture model.

As business performance improvement specialists, we help you grow through premeditated thought . . . linked to action steps.



HELPING OUR CLIENTS

REACH THEIR BUSINESS GOALS

