

**GIVE VALUE.
GROW REVENUE.**



 **Revenue
Innovations**

www.revenueinnovations.com



YOU NEED THREE THINGS

Most companies we work with are making a big change and are at an inflection point and need to get their growth to their next level. Our smaller clients are typically needing to be more effective with the limited resources they have, or implement standards and disciplines in the business to drive efficiency and scale. Our larger clients are often having to pivot to respond to the changing dynamics of the market.

What we have found is that companies, small and large, need to get three things right to continue their growth: They have to have the right strategy, they have to activate or execute that strategy, and they have to have the right leadership and disciplines in place to make that happen.



STRATEGY



ACTIVATION



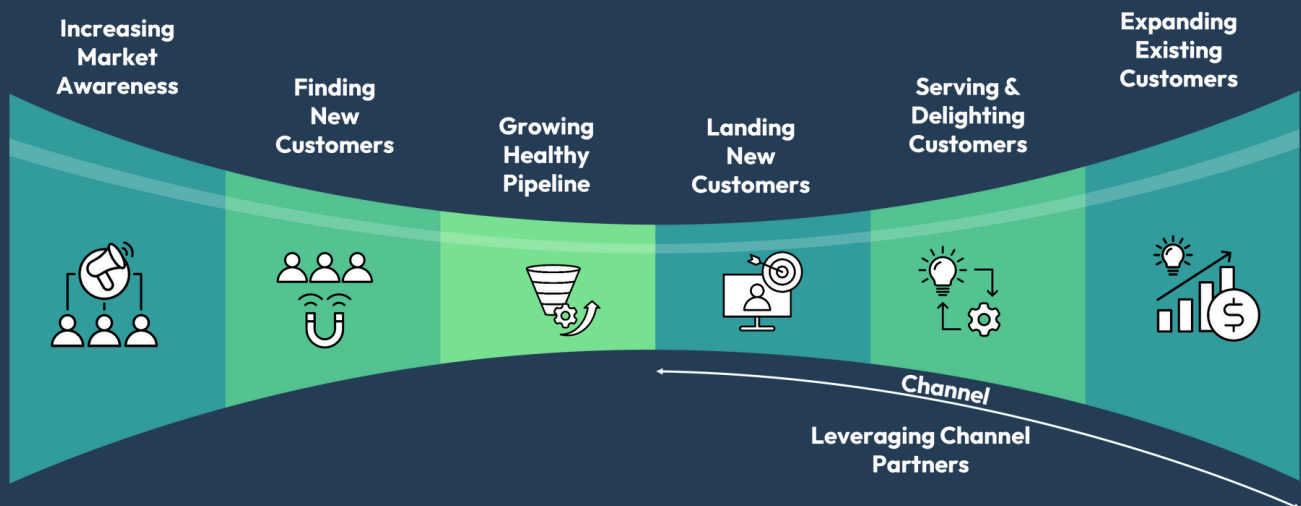
LEADERSHIP

WHERE WILL YOU START?



Pick Your Growth Play

To address the three things you need (strategy, activation, leadership), you first need to know the growth play that will help you address specific issues or problems.



Consider: Which of the above plays are your biggest priorities?



WHAT PROBLEMS WILL YOU SOLVE?

The following are a few problems we commonly see related to the growth plays. Further refine your priorities, and rate the degree each problem inhibits growth.

PLAY	PROBLEM	PAIN
Rate the degree that this problem is inhibiting growth on scale of 1-5, 5 being greatest pain		
Increase Market Awareness	Marketing strategy is not aligned with sales	1 2 3 4 5
	The approach is heavily self-focused vs. market/customer-focused	1 2 3 4 5
	Marketing efforts lack insights that drive action	1 2 3 4 5
Finding New Customers	Lack of defined outreach process and cadence	1 2 3 4 5
	Lack of clear responsibilities across teams for demand generation	1 2 3 4 5
	Lack of content and frameworks aligned to modern B2B outreach	1 2 3 4 5
Growing Healthy Pipeline	Not getting the expected leads from outreach	1 2 3 4 5
	Not enough opportunities in the pipeline	1 2 3 4 5
	Pipeline quantity is good but quality of opportunities is poor	1 2 3 4 5
Landing New Customers	Losing deals to competing budget priorities	1 2 3 4 5
	Team struggles to engage C-level sponsors	1 2 3 4 5
	Lack of quantifying or selling value	1 2 3 4 5
Serving & Delighting Customers	Inconsistent handoff from sales to implementation services	1 2 3 4 5
	Lack of defined choreography of customer support resources	1 2 3 4 5
	No intentionality around quantifying value delivered in serving customers	1 2 3 4 5
Expanding Existing Customers	Needing an intentional account development process	1 2 3 4 5
	Lacking customer segmentation and strategic account planning	1 2 3 4 5
	Lacking the content and education needed for effective cross-sell and upsell	1 2 3 4 5
Leveraging Channel Partners	Partners unclear on value to them for leading with your product and services	1 2 3 4 5
	Partners unclear on how to articulate the differentiated value of your offerings	1 2 3 4 5
	Lack of structure for onboarding, developing, and managing channel partners	1 2 3 4 5



WHAT VALUE WILL YOU GAIN?

Why Revenue Innovations?

Ask our clients, and they will tell you we make them better...we help them grow.
In fact, 92% of our clients hire us for additional projects.

1 Practical Deliverables

No theoretical tools that just end up sitting unused in your portal.

2 Client Intimacy

No off-the-shelf playbooks or one-size-fits-all approaches.

3 Change Management

No “deliver and run” mentality here. We partner with you to drive real change!



Let's Grow Together

Are you ready to tackle your growth play? At Revenue Innovations, we're here to help you create a tailored approach that addresses the real problems and challenges facing your team.

Contact us today to learn more or schedule a consultation.

MAIL
info@revenueinnovations.com

SITE
www.revenueinnovations.com

