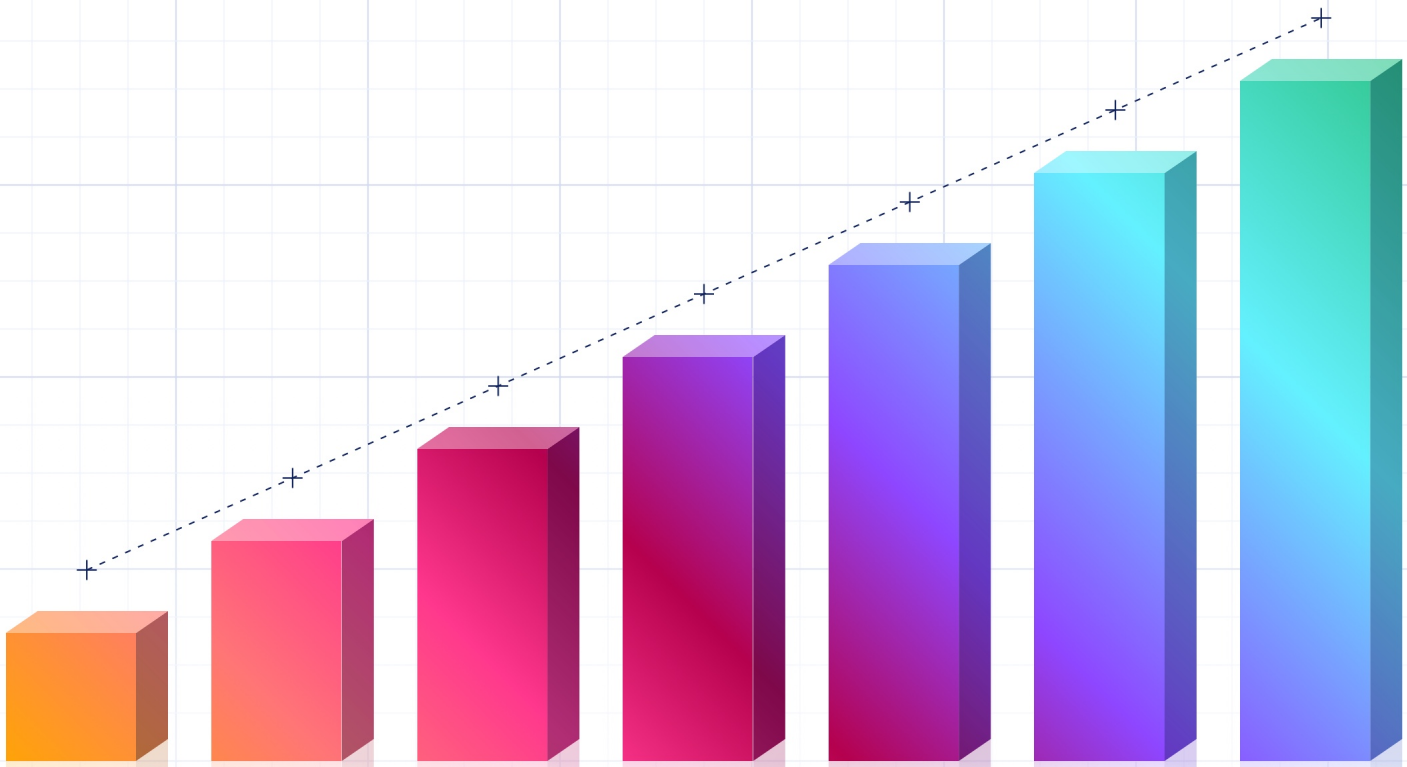
RGS | Revenue Growth Strategy

STRATEGY THROUGH EXECUTION

# Strategic Revenue Growth *Blueprint*

A proven roadmap to predictable, consistent and capital-efficient revenue growth.

**Define the ambition. Engineer the plan. Execute with confidence.**



THE STRATEGIC FOUNDATION

# Build a proven planfor *growth.*

Every executive needs a proven plan to deliver predictable, consistent and capital-efficient revenue growth. Most have a revenue growth number in mind and a plan to get there. What they are looking for is serial experience and a proven revenue growth system to eliminate costly guesswork.

**Our comprehensive process** ensures that you have a dynamic Strategic Revenue Growth Blueprint for success.



## Set strategic goals

We start with your strategic goals: the revenue growth you want to achieve today and over the next three years, the markets you want to dominate, and the ideal customers you want to win.

## Do the math

We translate these goals into a mathematical model that defines how many marketing qualified leads, sales opportunities and customer wins must be created every month, in every market.

The model covers new customer acquisition, customer expansion, partner sell through, and new service or solution launches.

## Evaluate what works

We assess current and past Marketing, Sales, Business Development and Customer Success operations: your team, processes, successes and shortcomings.

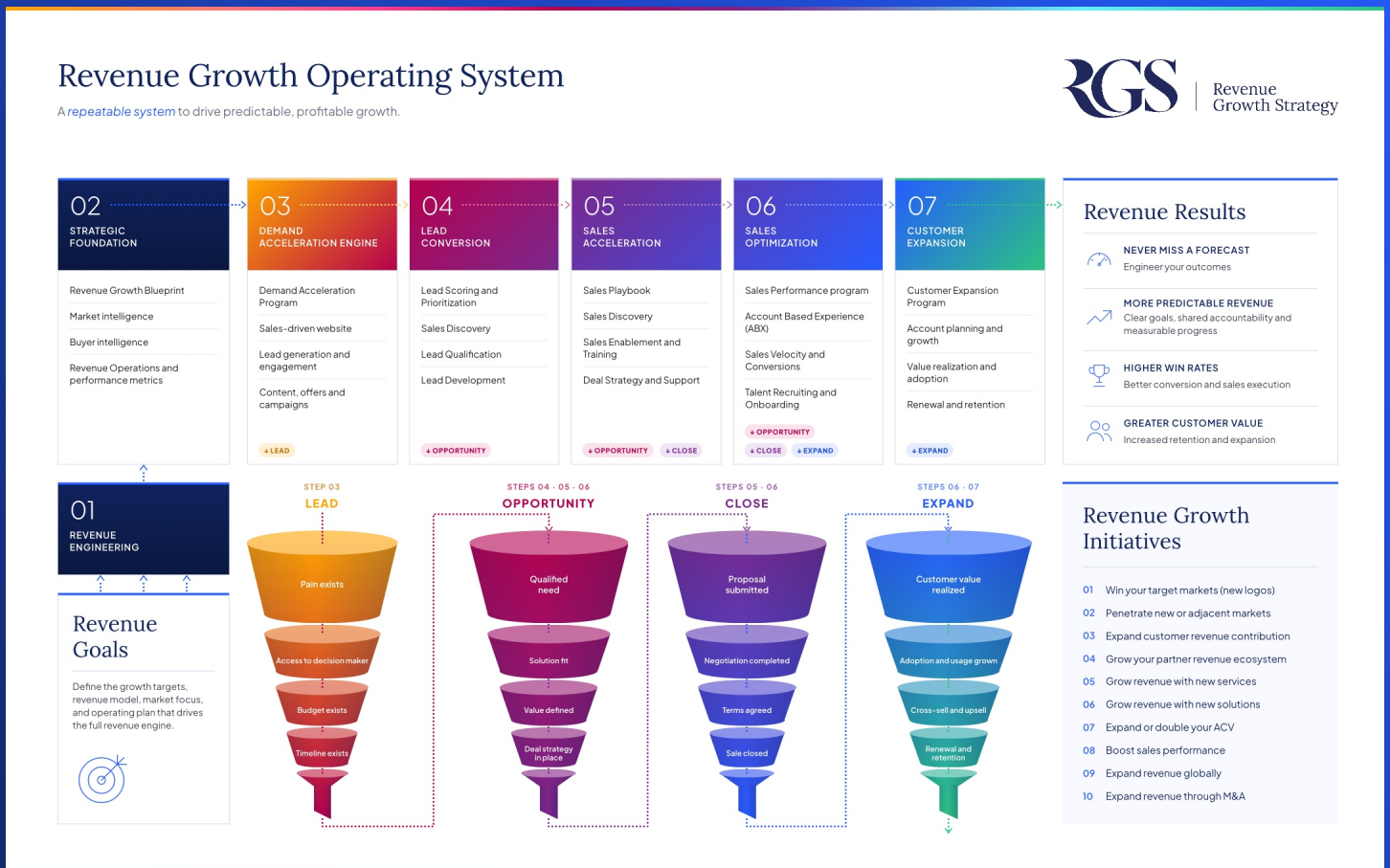
Comparing this current state with revenue growth best practices reveals the gaps between where you are today and where you want to be.

## Create the execution plan to get to your goals

We understand and innovate on the best practices for revenue growth. The Revenue Growth Operating System (below) embodies these practices and gives you the proven model and framework. Our plan addresses any execution gaps, and we provide the resources to get your plan executed and accomplished.

## We connect strategy to execution to results

Your three-year blueprint shows the way. Our revenue growth best practices, exceptional resources that complement your own, and flawless execution help you stay on track. Our step change process helps you scale and grow every year, because our experience helps you anticipate and avoid the revenue growth walls and ceilings most companies hit.



THE SEVEN-STEP METHODOLOGY

# Your roadmap from goals to *growth.*

**One connected growth plan.** Align Marketing, Sales, Business Development and Customer Success around shared goals and execution.

| | | |
|---|---|---|
| 01 | Define revenue growth and strategic goals | ■ Revenue growth goals and markets to win<br>■ Target revenue mix and best companies to target<br>■ Three-year ambition and what makes your company valuable |
| 02 | Assess current state and operations | ■ Solutions and services; markets and buyers; customers<br>■ Marketing, Sales and Business Development operations<br>■ Challenges to growth |
| 03 | Create your revenue engineering model | ■ New customers by solution/service, market/industry and persona/title<br>■ Customer upsell and cross-sell; partner ecosystem sell through<br>■ New solution/service launches; better customer bundles |
| 04 | Present best practices and gaps | ■ Present the revenue growth system and best practices<br>■ Connect Marketing, Sales, Business Development and Client Success<br>■ Identify gaps in process, resources, technology and competencies<br>■ Discuss and map the buying process |
| 05 | Present your Blueprint and recommendations | ■ Optimal company state and a definitive path to get there<br>■ Phased recommendations addressing all gaps<br>■ Phased growth goals and attainment<br>■ Transformational change challenges |
| 06 | Implement your Blueprint | ■ Detailed Statement of Work and investments<br>■ KPIs tied to revenue growth and strategic goals<br>■ Governance and feedback loops<br>■ Weekly, monthly and quarterly execution; see transformation in real time |
| 07 | Achieve strategic goals and plan ahead | ■ Achieve first-year goals<br>■ Anchor, adjust and improve<br>■ Plan and execute years two and three<br>■ Grow the team and scale success |

YOUR NEXT MOVE

# Put your Blueprint into action.

With your Strategic Revenue Growth Blueprint, it is time to implement and execute the plan. Move from recommendations to a detailed scope, investments, shared KPIs and a regular review cadence.

### STRATEGY THROUGH EXECUTION

The Blueprint defines the plan. The Revenue Growth Operating System provides the framework for executing it: from Revenue Engineering and Strategic Foundation through Demand Acceleration, Lead Conversion, Sales Acceleration, Sales Optimization and Customer Expansion.



## Choose the right path for your business.

### 01 Discovery call + review a client Blueprint

We review the benefits you will receive and our collaborative process, then walk you through a client Blueprint so you see its strategic value.

COMPLIMENTARY

### 02 Create your Blueprint

Work with our team to create your Strategic Revenue Growth Blueprint, and we'll help you implement it.

### 03 Executive coaching

Your CEO Growth Partner supports strategic and operational decisions, hiring and onboarding new leaders, and your next step change.

## Book a *discovery call.*

Robert Jurkowski | CEO, Revenue Growth Strategy

Book a Discovery Call →

Contact Us