

# Is *Strategy 2 Revenue* for You?

A briefing document to help you decide if we are worth a 10 minute phone call

## YOUR CUSTOMERS SAY YOUR SALES TRAINING IS GREAT, SO WHY AREN'T YOU MAKING MORE MONEY?

It's been a good run. Maybe you escaped from corporate shackles as one-person band with a great sales idea and a little money. Now, you have a team of good, fun people bringing in a few million dollars of revenue and a nice little profit.

Your clients say your products are great, yet you just aren't growing as fast as their praise indicates, are you? Or, maybe you're not sure you WANT to be bigger — you've seen what happens to training firms that get to \$10M. It's seldom pretty.

And, you've noticed there is no Sales Training Firms For Dummies<sup>1</sup> book to help you. There is a way to grow your business without mortgaging your future — or destroying it.

<sup>1</sup> "For Dummies" books, © Wiley Publishing, Inc.

### A "RISK-REWARD" PROPOSITION FROM STRATEGY 2 REVENUE — GROWTH WITH NO RISK

We focus on sales training firms and provide them with the coaching and assistance to execute their business strategies and build their infrastructure so that they can grow faster and more profitably.

We are confident we can improve your business—in fact, we are willing to risk our fees to guarantee we can produce the expected results and behavioral change. We always offer a risk-reward approach as one of our payment options.

Most sales training firms don't realize they are repeating many of the same mistakes as dozens of other firms before them — slowing their growth and reducing their profits.

To help training companies make the best decision possible, we will freely share our thoughts on *Top Mistakes Training Companies Make*. We will also help you diagnose what changes you could make to better achieve your goals—whether you make those changes with us or by yourself.

Strategy 2 Revenue was founded by Thomas Martin, a 16-year industry veteran and former President, North America for Miller Heiman, and Managing Partner, Worldwide Operations for Siebel Systems/OnTarget.

### QUESTIONS TO DISCUSS AT YOUR NEXT MANAGEMENT MEETING

Whether you work with our firm or not, we would highly encourage you to discuss these questions with your management team. You should share these answers with any outside consultant you are thinking about working with. Having internal alignment on the answers is a key step in successfully making changes to your firm.

- ◆ What goals would you want to accomplish with any internal sales, marketing, and operational effectiveness project?
- ◆ In the short-term, what objectives would need to be accomplished to ensure the goals are achieved?
- ◆ As you consider your current situation, what is working well and what would you like to see changed or improved?
- ◆ What do you think would be an ideal solution to address these goals and objectives?
- ◆ What milestones would indicate the success of a sales, marketing and operational effectiveness project?
- ◆ **If you do not implement some key changes in the next 3 – 4 months, what would be the strategic or financial impact to your company?**

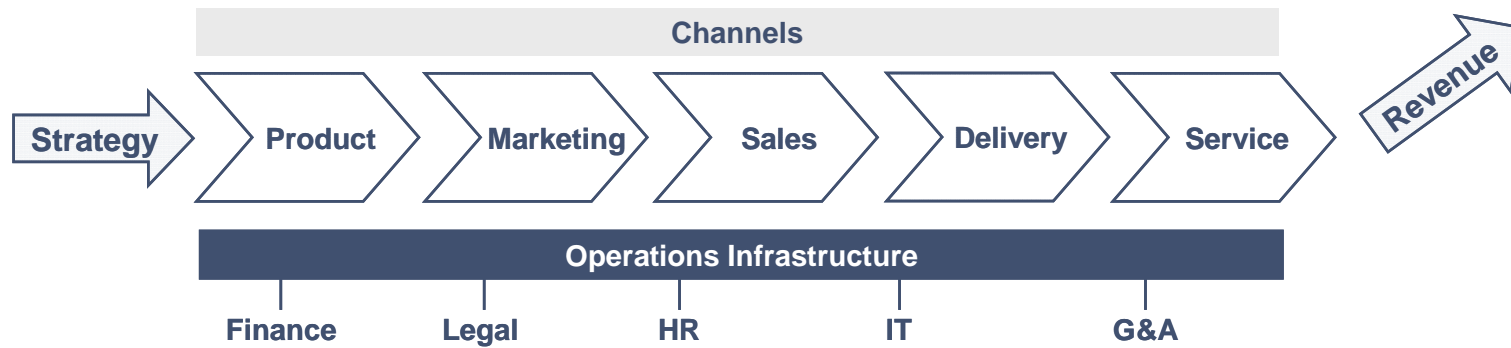


STRATEGY 2 REVENUE, INC.

Increasing revenue for sales training firms by improving their strategy execution

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# THE VALUE CHAIN FOR SALES TRAINING FIRMS



As a sales training firm you have seen (and probably created) many models and processes for customers. As you know, there are a lot of ways to address the same needs, but consistent and focused progress on a prescribed path is more important than new models.

The path we will take you down is a value chain starting with your go-to-market business strategies. Having worked with training firms with annual revenues varying from \$500K to \$80M, we have seen good and bad practices along each stage of the value chain.

Our focus will be helping you identify where incremental (or substantial) changes in a few areas can produce significant improvements to your bottom line.

No two training firms are alike, so all services that we offer are customized to your needs. To give you some ideas for what these services could look like for your firm, here are some projects we have completed for others...

## LIST OF SUCCESSFUL SALES TRAINING FIRM PROJECTS

- ◆ Increased leads by adding a marketing channel through the development of an alliance strategy
- ◆ Increased efficiency by developing a knowledge management system and processes
- ◆ Increased protection of the firms assets by improving the contracting processes and systems
- ◆ Increased profitability by refining pricing strategies and tactics
- ◆ Decreased ramp-up time for new sales people by creating a business development guide
- ◆ Increased efficiency by improving sales operations processes
- ◆ Increased leads and sales by developing a telesales/telemarketing department
- ◆ Decreased costs by developing new financial reports and giving executives a new focus on hidden areas of profitability drains
- ◆ Increased brand equity by creating a product development roadmap
- ◆ Improved profitability and employee morale by developing incentive compensation plans
- ◆ Increased efficiency by improving sales automation user adoption

## FIRST STEP: ASSESSING YOUR NEEDS

To help you make the best decision possible, we offer a no charge diagnosis of your operations.

We start with a series of short interviews with your key management and sales staff. We then provide you with a concise summary of your situation, your needs, and a series of recommendations focused on the growth of your firm.

We will invest our time to provide you with this diagnosis if your management team commits their time to being interviewed and meeting with us.

If you are interested in generating more profitable revenue from your business strategies, please contact us.

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