

STRATEGY 2 REVENUE, INC.

Management consultant to Management Consultants: a specialized generalist in the sales effectiveness industry

Who I Work With

-) Sales Effectiveness Training & Consulting Firms
-) \$0 - \$100MM Revenue
-) Crazy Founders & Their Lieutenants
-) North America, Asia & Europe
-) Who Want to Change Now!

Problems I Solve

-) GTM Strategy Shift
-) Exiting the Business
-) Don't know what (or who) I don't know
-) Lack of Management Bandwidth
-) Lack of specific expertise to grow firm

Outcomes I Deliver

-) Improved Company Valuation
-) Avoid Repeating the Mistakes of Others
-) Increased Revenue, Margins & Cash Flow
-) Increased Visibility in Sales Effectiveness Market
-) Reduced Time to Exit

What I Do

-) Launch
-) Fix & Grow
-) Exit
-) Integrate & Re-launch

How I Do It

-) Advisory Board
-) Strategic Counsel
-) Special Projects
-) Interim, Fractional CXO
-) Pay It Forward MatchMaker

Scope of Work

-) Project Length
 - o From 1 day – 10 years
-) Project Work
 - o Single Issue
 - o Single Project
 - o Single Role
 - o Multi-point presence

Where I've Done It Before

-) Miller Heiman
-) OnTarget/Siebel
-) Channel Enablers Pty Ltd.
-) Think! Inc.
-) Applied Concepts Institute / FocusOMR
-) Symmetrics Group
-) Force Management/GrowthPlay
-) Flannery Sales Systems
-) RAIN Group
-) The Business Strategy Board Ltd.
-) AxiomSFD
-) Revegy

Books: Testimonials/Quoted/Thanked

-) 7 Steps to Sales Transformation
-) 99 Questions to Achieve Your Sales Goals
-) Beyond the Sales Process
-) Selling Machine
-) Selling to the C-Suite
-) Take Me to Your Leader\$
-) The Art of Questioning
-) The Funnel Principle

Representative Special Projects

Strategy

-) Annual Business Planning
-) Board Advisor
-) Exit Preparation
-) Lean Strategy Strategic Planning & Execution
-) M&A Due Diligence
-) M&A Introductions
-) Post-M&A Integration
-) Executive, Management & Sales Coaching

Marketing

-) Blog & Whitepaper Writing
-) Book Foreword or Endorsement
-) Market Research & Competitive Intel
-) Marketing Automation Advice
-) Website Development Counsel

Sales & Sales Ops

-) Critical Deal Reviews
-) Sales Enablement
-) Sales Messaging Development
-) Sales Operations Planning & Execution
-) Fractional, Interim VP Sales Ops
-) Sales Kickoff Speaker

Products

-) Product Launch, Design & Development
-) Product Roadmap Development

Delivery

-) "Break Glass In Case of Emergency" Facilitator
-) Train the Trainer Process & Deployment

Customer Care

-) Customer Success Strategy Development
-) Key Account Planning
-) Customer Advisory Board Member

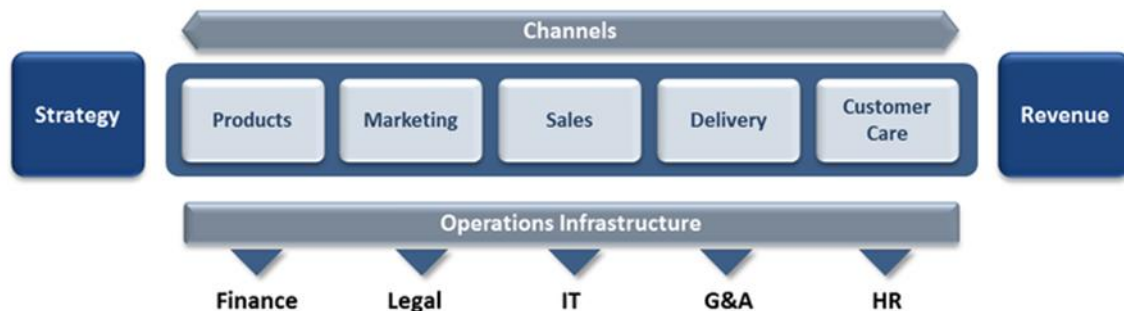
Finance, Legal, HR, & IT Operations

-) Incentive Compensation Advice
-) IP Licensing & Contracts Advice
-) Organizational Design
-) Process improvement
-) Sales & Facilitator Recruiting & Development
-) Sales Technology Design
-) GDPR Compliance Counsel

Channels

-) Channel Program Strategy & Launch
-) Partner Program Management

My Perspective on Levers of Change for Sales Effectiveness Firms



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