



We help B2B manufacturers and distributors efficiently and effectively boost revenue and profit performance. By implementing a disciplined and systematic approach to sales, coupled with the use of our proprietary GENREV!™ program, our customers achieve sustainable improvements in:

- Revenue
- Profitability
- Predictability
- Resource allocation

## OUR CUSTOMERS SEEK ASSISTANCE WITH THESE COMMON SALES PAIN POINTS

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|--|---|
|  Stagnant or declining sales & margins                        |  Sales effort not aligned with the rest of the organization       |
|  Reliable forecasting  |  Difficulty managing the process                                 |
|  Not meeting budget  |  Excessive (lost) time manually compiling non-collaborative data |
|  Future growth is uncertain                                  |  Need the right tools to improve performance                     |
|  Unable to identify customer/market segments & profitability |   |

### CUSTOMER FOCUS

- ✓ B2B manufacturing & distribution
- ✓ Mergers & acquisitions companies
- ✓ Private equity firms
- ✓ Exit planning advisors
- ✓ Commercial lenders
- ✓ Accounting firms
- ✓ Turnaround executives
- ✓ Consultants



### SERVICES

- STRATEGIC PLANNING & PERFORMANCE**
- Identify profitable growth opportunities and develop and implement the necessary strategies to secure them through better sales planning & forecasting reliability
- INTERIM / OUTSOURCED LEADERSHIP**
- Draw upon diverse sales and business management experience to help move the organization forward, without the full burdened expense
- MOTIVATION & MENTORING**
- We all need someone to confide in and help us. That is especially true of sales professionals. Sharing our experience encourages confidence and leadership