



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