

## Create and Implement a “Revenue Acceleration Plan”

### Discovery

Interview a few:

- » Key internal people
- » Happy customers
- » Prospects who did not buy

Review:

- » Marketing approach, sales process & tools, metrics
- » Competition

Recommendations re:

- » Sales and Marketing Effectiveness

### Market Penetration

Align on:

- » Target market
- » Value Proposition
- » Sales-Ready Lead criteria
- » Accelerating the sales process via human and online interaction, sales tools
- » Metrics to drive results
- » Action plan

### Sales Effectiveness

- » Fine-tune Sales Milestones based on buying behavior
- » Sales (2.0) methods, best practices to accelerate sales results
- » Optimal use of human and online interaction
- » Build new methods, tools into the sales process
- » Sales team readiness, including Sales and management training

### Sales Tools

- » Recommend online/offline tools for each sales milestone
  - Web presence
  - Demand generation
  - Sales collateral
  - Product Demos
  - ROI tools
  - Social networks
- » Leverage current content to maximize Return on Investment

### Performance Management

- » Manage successful adoption of new sales and marketing strategies, methods and tools
- » Track behavior and results vs. key metrics and fine-tune approach to drive success

60 - 90 Days 

**These methods have been successful with a wide range of companies involved in complex selling of B to B, technology-based products and services**

**We have Direct Experience in:**

- ✓ **Software, Medical, Capital Equipment and Services Sales and Marketing**
- ✓ **Improving Sales and Marketing Effectiveness**
- ✓ **Aligning Sales and Marketing processes**
- ✓ **Quick ramp-up with technology-based products and services**
- ✓ **Managing Behavior Change**
- ✓ **Designing Metrics that propel goal-oriented action**

- ✓ **Call or e-mail for a Complimentary 30-minute Strategy Session**
- ✓ [www.breakthrough-inc.com](http://www.breakthrough-inc.com)



**Thank You!**

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