



Our suite of proven coaching services transforms action into results. From sales pursuit to major account penetration, Revenue Storm coaches work with senior executives, sales managers and account executives to transform salesforce effectiveness and win business.

Customized Coaching

Unleash the Power of Your People

We coach to create demand.

Revenue Storm coaching is about real-world, top-line performance. We work one-on-one or with small groups of managers or sales executives to deliver sales. We use a suite of proven analytical tools to measure progress, and we combine coaching with strategy consulting and executive working sessions to create a revenue-generating engine. Revenue Storm coaching is not classroom training.

The results are proven and measurable. We have an unbroken record of helping our clients win new business—whether it is to sign a major new account, close a specific deal or increase average deal size.

We now coach over 320 sales pursuits per year, totaling over \$11 billion. Moreover, we can commit to your sales results by putting our revenue on the line through gainsharing.

The whole organization was affected by the Revenue Storm methodology... [enabling us] to bring in bigger deals of unprecedented size, complexity and margin contribution.

*Ken Hanulec, VP Marketing
Creo Americas, A Kodak company*

We help transform your team.

It is a myth that salespeople must be born. Our experience shows you can accelerate revenue by eliminating the organizational drag slowing your sales. We can systematically drive fundamental change across your organization—and coaching is how we translate strategy and tactics into results.

Comprehensive coaching

Our comprehensive approach picks up where other sales methodologies leave off, and we work across your enterprise to accelerate revenue. Our coaches work with you to optimize strategy, refine the use of your sales tools, and improve execution:

- **Setting the Strategic Foundation**

Our coaching programs for executives (Revenue Strategy Alignment), sales managers (Managing to Revenue) and sales coaching (Coaching to Revenue) set the foundation for your entire organization to translate strategy into action.

- **Improving Management Performance**

We coach the executive team on driving the sales strategy (Shadow Management), help managers guide sales talent to reach its potential (Talent Management) and improve the ability of individual managers or sales executives to use their strengths and win business (Coaching to Competencies).

- **Advancing Sales Pursuits**

Sales pursuit and major account penetration coaching drives key deals.



Complete solutions to address performance issues and accelerate demand

You may already have invested significantly in sales training but have not seen significant results. Too often, the results of training are short-lived. Instead of training—or in addition to it—sales organizations often need to improve their leadership and governance to manage sales pipelines and sales pursuits.

There may be performance gaps, corporate policies or inefficient processes throughout your organization. Compensation misalignment may incent unproductive behaviors. Hiring a new head of sales every 18 months may not be the right answer. Neither is holding onto non-performers. We often see up to one in three sales executives achieving below 30% of quota.

Revenue Storm coaching starts with strategy and takes a comprehensive look at how to penetrate your markets. We are a consulting company, not a training company. We focus on growing total revenues, and our coaching is part of a complete solution to bridge performance gaps at the management level, within the sales organization, or both.

Proven tools

Strong supporting tools—including our Relationship Suite, StormCast, Value Propositions and Sales Talent tools—work like an x-ray to produce benchmarks, identify specific issues and add laser precision to the sales strategy and tactics. Our focus on winning real business makes our coaching and tools results-focused.

Our approach is unlike any other.

Revenue Storm is prepared to engage your toughest sales challenges unlike any other company. We do not simply train and leave. We will share your risk and link our success to yours. Our revenue assurance plan, for instance, puts our coaches on-site for a specific period to coach your top-of-pipeline deals to closure. We deliver direct access to and services from our top executives.

Clients say our coaching is hard-hitting. Fast. Gutsy. In-your-face. Challenging. Serious. They say our measurement tools are incredibly precise and effective at turning around sales. They say the high level of sales experience and acumen of our coaches helps drive results.

We offer a unique marriage of the science, process, and art of selling. Don't just win a deal... Accelerate revenue.



About Revenue Storm Revenue Storm is a sales consulting firm that helps clients implement processes and disciplines to drive sustained revenue acceleration. We provide comprehensive consulting, training, coaching and rigorous analytics to help Fortune 1000 firms create demand and increase profitable, sustainable revenues by 10% to over 100%—enterprise-wide. Headquartered in Chicago, the firm accelerates revenues for its clients in 20 countries and eight languages. For more information and to experience the power of our approach, go to www.revenuestorm.com.

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