

Revenue Storm helps your executive management and marketing teams align with your sales organization to accelerate profitable revenues. Together with our proven talent management, coaching and analytics, we bring science to sales growth.

Harness Your Power

Transform to Achieve Revenue Growth

Time to align.

Is your company truly aligned around revenue growth? Can each member of your management team state the sales growth strategy and how they are supporting it? Does your enterprise even have an agreed sales methodology in place?

Many companies experience crippling dysfunction and misalignment around sales. Two out of three sales organizations say that management and marketing hinder sales pursuits more than help them. At the same time, only one in ten sales personnel generally make quota.

“It is hard to launch major revenue growth without everyone—everyone—aligned around the same strategy. Revenue Storm helps management ask itself the right questions to drive revenue.”

*Michel Brisson, former President
SAP Canada*

Yet management and shareholders are calling for ever-stronger profitability. Accountability for making—or missing—quarterly numbers can deliver tough medicine, but it may not address the fundamental issues of strategy and alignment.

It is time to end the dysfunction and align your company around revenue growth.

We can help you lead double-digit revenue acceleration.

Revenue Storm specializes in installing a revenue generation engine at our clients that produces measurable sales gains within six to eighteen months. We believe that companies can and should be able to improve all of their key top-line metrics, from average deal size to revenue per salesperson. Revenue Storm services have helped clients report sustainable revenue improvement of 10% to over 100%.

A comprehensive approach

Double-digit growth requires alignment across the enterprise. Based on proven analytical tools, we benchmark the capabilities and performance of your sales organization. Then we combine training with targeted coaching and ongoing electronic and paper-based tools to generate lasting, real-world, top-line performance. To succeed, executive management must understand, align with and **lead** this transformation.

Revenue Storm works directly with your executive management in one-on-one and group sessions to align the enterprise around revenue acceleration.



Delivering executive alignment

- **Executive Working Session: Revenue Strategy Alignment™**
In an intensive, transformational day-and-a-half Revenue Strategy Alignment (RSA) session, Revenue Storm works systematically with the executive management team to identify and build consensus around eliminating organizational drag. We facilitate dialog between the chief sales officer and the other executive functions essential to profitable revenue growth—from marketing and service delivery to human resources and legal. RSA delivers deep understanding of the revenue strategy by the entire executive team, insights and actions to support revenue growth, and agreements between key executives to lead necessary organizational change.
- **Cross-Function Working Session: Marketing Alignment**
Your sales organization relies on your marketing organization to precondition targeted markets, accounts, and titles. Our Marketing Alignment session drives understanding of revenue strategy by the marketing team and facilitates specific action to generate salesforce success.
- **Executive Coaching: Shadow Management™**
Once a revenue-generating engine or transformational plan is in place, individual executives typically benefit from one-on-one coaching. This Shadow Management coaching helps optimize day-to-day executive leadership around implementation and execution of the revenue strategy, as well as closure of major pursuits.

Measure the alignment, measure the results.

Revenue Storm's overall methodology and executive practice are fully measurable. Our clients see organizational benchmarks up front, and they measure the results in all their key business metrics: from win rates to revenue per employee.

Our methodology is comprehensive and competency-based. That is, we use science and rigorous methodologies to target specific knowledge and performance gaps in growing your organization's top line.

Profit from our unique partnership approach.

Revenue Storm is prepared to engage your toughest sales challenges unlike any other company. We are holistic. We bring methodology, training, coaching, tools and analytics to transform organizational success. We do not simply train and leave.

Moreover, we will share your risk; we will link our success to yours. Our revenue assurance plan puts coaches on-site to guide your top-of-pipeline deals to closure.

Clients say our services are hard-hitting. Fast. Gutsy. In-your-face. Challenging. Pragmatic. Real world. They say our measurement tools are precise and effective at turning around sales. They say our team's high level of sales acumen and experience helps their teams drive results and actually sell differently.

We bring together the science, process, and art of selling. Lead your rainmakers and take your customers by storm.

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.

