

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.

Your competitors are trying to kill your revenue.

## Outsmart them.

**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? Is your sales team composed of individuals with the optimum competencies and sales strategy... and is your team managed to revenue rather than arbitrary quotas?

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 advance them. At the same time, only one in ten sales personnel generally make quota.

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.

Revenue Storm specializes in installing a revenue generation engine at our clients that produces measurable sales gains within six to eighteen months.

We use comprehensive consulting, training, coaching and rigorous analytics to help executives and their teams achieve alignment and drive profitable sales. Our comprehensive, science-based approach to revenue acceleration, demand creation and organizational alignment makes us unique.

**Believe in the science of performance.**

**We believe** that high-performing salespeople can be systematically developed. **We believe** that executive management and marketing can be better aligned behind sales performance. **We believe** that enterprises can and should be able to improve all of their key top-line metrics, from average deal size to revenue per salesperson.

You should believe it, too: we do it every day.

These beliefs make us take some unique stands.

We aim to deliver complete and integrated solutions, and we invest in research and development of new tools for the evolving needs of clients.

We focus on fewer clients and long-term relationships built on risk and reward, even using revenue sharing contracts when and where appropriate.

We use interactive team sessions, always followed by coaching on live deals to immediately boost the application in the field.

**Our proven team helps you lead double-digit revenue acceleration.**

Revenue Storm brings together world-class sales and management executives with proven success accelerating business-to-business revenues.

The depth, breadth and passion of our team for revenue performance bring unique strength to Revenue Storm... and ensure your success.

**Take a comprehensive approach.**

This seasoned team helps you take a comprehensive approach to revenue growth:

- **Strategy.** We evaluate your optimum “Go-to-Market Strategy”—from a price-based transactional focus up to a joint market partner focus.
- **Benchmarking.** Based on proven analytical tools, we benchmark the capabilities and performance of your sales organization and its people as they compare to the optimum strategy.
- **Alignment.** We work with management—including sales management, marketing, human resources, information technology and legal executives—to understand, align with and lead the transformation to accelerate revenue.
- **Sales transformation.** Then we combine training with targeted coaching and ongoing electronic and paper-based tools to enable effective talent management and generate lasting, real-world, top-line performance.

**Measure the results.**

Revenue Storm’s methodology is fully measurable and competency-based. See organizational benchmarks up front, and measure the results in all your key business metrics: average deal size, average win rate, revenue per employee, revenue per salesperson, top-line revenue increase, and total revenue growth.

We use science and rigorous tools to target specific knowledge and performance gaps in growing your organization’s top line.

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#### OUR VISION

**...is to help complex enterprises develop and harness the power of their people to manage, refine and accelerate their revenue streams.**

**We seek to unleash your rainmakers with unrelenting passion and power... and we aim to do so with comprehensive solutions of unparalleled rigor and clarity that professionalize sales as a true management discipline.**

**We focus on creating sustainable win-win revenue growth with sales teams and cross-functional groups to yield more successful enterprises over the long term.**

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## Revenue Storm Practice Areas

### Executive Practice

- **Executive alignment.** In an intensive, transformational Revenue Strategy Alignment session, Revenue Storm works systematically with the executive team to identify and build consensus around eliminating organizational drag.
- **Marketing alignment.** 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 executive coaching optimizes day-to-day leadership for implementation and execution of strategy, as well as closure of major pursuits.

### Training & Talent Management

- **Assessment.** The Sales Talent Predictor (STP) is a state-of-the-art psychometric tool and service to help you hire, train and coach high performance salespeople.
- For those without sales experience, for example college recruits or employees in non-sales roles such as sales support and marketing, our Sales Talent Indicator (STI) is a shorter version of the STP that can assess raw sales potential.
- **Management training.** Managers need skills and techniques to be effective. Managing to Revenue (MTR) covers tricky team-related issues such as pipeline reviews and performance management, as well as broader business issues.
- **Sales training.** Our flagship training service, RevenueStorming, is a hands-on, intensive working session—combined with an electronic and paper-based toolkit—that shows your salesforce how to develop effective plans using live sales opportunities.
- **Pursuit leadership.** Once we train the team, we boost performance by helping managers effectively lead sales pursuits and manage client relationships. Coaching to Revenue covers essential sales leadership skills such as coaching pursuits, handling win/loss reviews, playing an effective role in sales calls and even damage control.

### Coaching

- **Multi-level coaching.** Our coaching programs for executives, sales managers and account executives set the foundation for your entire organization to translate strategy into action.
- **Sales issue coaching.** We also 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).
- **Pursuit coaching.** Sales pursuit and major account penetration coaching drive key deals.

### Analytics

- **Measurement.** A suite of analytical tools benchmark capabilities, diagnose problems and measure results. Psychometrics and sales talent prediction bring precision to benchmarking and talent management.
- **Toolsets.** Sales teams gain precise, effective tools for managing pipelines, mapping out entry strategies and creating demand.
- **Planning.** Interactive spreadsheet tools such as our Revenue Leakage Calculator, Alignment Visibility Index and Sales Talent Predictor ROI Calculator help you make reasoned, objective decisions about your sales transformation.

### Practical services for real-world results.

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.

**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.

**Contact us today.**

Headquartered just outside Chicago, Revenue Storm accelerates revenues for its clients in 20 countries and eight languages. In addition to Chicago, the firm has offices in London and Auckland.

**Call us at +1 224 659 7710.**

**Email us at [hq@revenuestorm.com](mailto:hq@revenuestorm.com).**

**Or go to [www.revenuestorm.com](http://www.revenuestorm.com) to experience Revenue Storm online.**

**We bring together the science, process, and art of selling.  
Unleash your rainmakers today.**