

THE GENDREAU GROUP REVENUE STRATEGISTS

Delivering revenues, not just strategies, to companies worldwide since 1989.



We are **REVENUE STRATEGISTS**.

We help clients maximize revenues and increase the value of their businesses.

We specialize in:

- Partner and channel strategies that maximize revenues and reach
- Finding untapped revenues by repurposing existing products and technologies
- Revenue Strategies to help clients prepare for merger, sale, or acquisitions

Our clients are high tech and services firms located in the US and abroad.

We have been in business since 1989.

We are located in the San Diego area.

Tools and Training Positioned Company to Forecast Revenues and Sell More Efficiently

This medium sized company was not achieving its revenue objectives. Contributing factors included inefficient sales processes and a lack of readily accessible, properly designed sales tools – the essential materials and aids for qualifying leads, facilitating sales, and efficiently completing the sales process.

Sales tools include all the materials collateral and other support items required to conduct and speed the sales process. The right sales tools help ensure that salespeople are well informed about the company they represent, the markets they serve, and the products and services they sell. Good sales tools ensure consistent and effective communications about company and product value propositions, and product / service features and benefits. Good tools also help sales persons efficiently qualify prospects, evaluate customer needs, sell solutions that meet customer expectations and close and complete sales in a consistent and efficient manner.

For STAR 21, The Gendreau Group proposed and conducted a series of efforts to improve *both* sales processes and sales tools. Work was organized into three phases: (1) Sales Toolkit Requirements, Design and Development; (2) Internal Sales Reporting and Process Improvement; and (3) Sales Training and Toolkit Rollout.

The following were created or enhanced:

- Sales pipeline process, reporting and management tools
- Company and product messaging, including positioning, value proposition, key messages, and brand tenets
- Brochures and product collateral including company backgrounder and product information sheets
- Sales histories and information on existing customers
- ROI models by product
- Sales presentations and key messaging
- Price lists and discount schedules
- Suggestions for countering buyer objections
- Demos and supporting information
- Contracts, order forms, and other materials required to complete sales
- White papers and other materials used to warrant the company's technical and industry expertise
- Customer references and testimonials used to warrant company delivery quality and customer satisfaction
- Delivery requirements, constraints and schedules
- Bug lists and known product problems
- Press releases and articles
- Market and competitive information
- Existing customer information

Results: At the conclusion of work, STAR 21's sales force had a redesigned toolkit and an improved sales reporting process. With these, STAR 21 was better positioned to consistently track and forecast revenues and business progress. Additionally, the sales process was, for the first time, aligned with STAR 21's customer delivery and support processes (see TGG Case Study #5), giving STAR 21 a more unified face to its customers and promoting lower operational costs.