

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.

Improving Distribution to Maximize Revenues

“Developing effective channel and distribution strategies begins with a clear understanding of the value provided by a product or service, how that value is delivered, and who benefits and who else might benefit in that exchange of value.

We help clients implement improved channel strategies, not only by helping them recognize more ways to generate revenues, but also by helping them initiate relationships, negotiate terms and kick-start new initiatives.”



Timothy Gendreau, Principal

Direct Sales is not the only way to reach customers. For many companies a direct sales approach can be overly expensive, provide only limited market reach, and be too slow to efficiently capture market share.

But a poorly designed distribution strategy can be even more problematic. Poor distribution limits a company’s ability to maximize the real and perceived value of its products and services, and makes it impossible for a company to efficiently reach buyers. In the worst cases a badly conceived distribution or channel strategy drains company resources, leaves a company vulnerable to competitive threats, and can even damage a company’s reputation in the marketplace.

We help clients improve their distribution and channel strategies. Properly designed distribution enables a firm to maximize the effective number of “feet on the street” while minimizing staffing requirements and cost of sales.

Accomplishing this often requires identifying and developing strategic relationships. Properly structured, strategic relationships can enable a company to maintain business focus while opening doors to future funding and attractive exit strategies.

At The Gendreau Group, we help clients fully understand the value their products or technologies can deliver. We then help them identify the best ways to market, distribute, and deliver this value, and to do so in ways that will benefit them the most with the least amount of effort and cost.

We also help with negotiations. Negotiating successful deals with channel and distribution partners can be tough. It’s one of the things we do best, in part because we know that the best deals are the deals that result in the best outcomes for all parties involved.



“Since 1989 we’ve been helping companies design, implement and realize successful revenue strategies. We help clients do better planning, avoid mistakes, and execute more successfully. We’re there when needed and for as long as needed.”

Susan Wayo, Principal