

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.

To Maximize Revenues and Valuation: Improve Business Efficiencies and Profitability

Representative TGG Services:

- Product and Service Profitability Audits
- Delivery Chain Strength/Weakness Reviews
- Customer-facing Process Audits and Re-Engineering
- Billing and Payments Audits
- Call Center and Service Center Audits
- Fraud and Risk Identification and Solutions

We measure the value of revenue streams in terms of the margins and income they produce. The first objective of any business is to get customers to buy, but in the final analysis, managers, owners and shareholders measure success in terms of ROI. Effective revenue strategies address the profitability of products and services, the cost-effectiveness of channels and delivery chains, the efficiency of customer-facing and back-office processes, and finally fraud and other risks that lead to revenue leakage or other forms of damage.

Improving revenue strategy requires improving product strategies. We help clients assess their products, individually, against each other and against competition or potential substitutes. We evaluate product revenue potential and profitability, assess total product portfolio value, and recommend options for product or portfolio direction. Where necessary we step in as interim managers to facilitate rapid change in product management or product development organizations.

The quality of delivery chains and sales channels dramatically influences revenue potential. We help clients step back and look at how their products and services are produced and sold, and *how well* their approach aligns with goals for growth, income, brand and image, and market penetration. With this information, we help them identify opportunities for improvement that will support better alignment and ensure more successful revenue strategy execution.

Customer-facing processes offer many opportunities for improving revenue generation potential. It is through these processes that companies interact with their customers and have the greatest opportunity to influence them and obtain useful feedback and market information. Each customer interaction – each touchpoint – is an opportunity to succeed or to fail at providing value and receiving value in return. We help companies determine how to improve the efficiency and effectiveness of their customer facing processes. We also act as interim managers during implementation of changes.

Call-centers, service centers, and billing and payments are among the customer-facing organizations that we frequently help companies audit and re-design. We enable managers to “productize” customer touch points in order to create repeatable, measurable processes that are specifically designed to benefit customers and efficiently support revenue generation.

Anywhere there is exchange of value there is opportunity for fraud. “Revenue leakage” refers to any situation where revenues go *unrecognized or unrealized* either because of operational inefficiencies and waste, or because of malicious or illegal activities, most notably theft and fraud. Our background in fraud management, billing, and operations make us uniquely qualified to audit, recognize and propose creative ways to address revenue leakage from fraud.