

# 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: Sharpen Focus and Improve Leadership Effectiveness

### Representative TGG Services:

- Leadership Assessments
- Strategy Assessments and Development
- Goals and Forecast Development
- Customer-Facing Team Reviews and Development
- Resource Allocation and Skills Assessments
- Management Metrics, Reporting and Change Management

### Improving business focus can improve market success by as much as 60 percent\*.

Compelling research has shown how critical focus is to success in competitive markets. Therefore, managers must understand what focus means and how to achieve it. Strategy development is the first step; implementation through repeatable, measurable processes and fact-based management is next. Creating simple, direct messaging results in statistically higher likelihood of product success, and employing effectively focused distribution strategies can help firms dramatically improve business results. As revenue strategists, we help clients with all these critical activities.

**We assist senior leadership in creating and ensuring focused revenue strategies.** Our experience and training enable us to quickly spot strengths and weaknesses, and to provide actionable rapid feedback about existing leadership, strategies, teams, and operations. We are available to audit and evaluate how well existing strategies are expressed, implemented, and being carried out throughout the organization.

**We facilitate the process of asking and answering key strategic questions.** *What business are you in? What will cause customers to buy from you rather than someone else? Where and how do you intend to take margins?* These are among the critical questions companies must ask in order to create and continually ensure effective focus. Answering these questions is the first step to strategy development, forecasting probable revenues and returns, and implementing tactically.

### Revenue strategy success is dependent on customer-facing team effectiveness.

Customer facing teams include: *sales, service centers, call centers, technical support, and all other groups that regularly interact with customers.* We leverage our experience and track record in customer-facing team development and management to assist senior managers with activities related to strategy implementation. These include: providing customer-facing team and process reviews, providing training and development in areas such as sales effectiveness and touchpoint management, and evaluating resources and skills requirements. We help managers identify areas of improvement, and as required, provide interim management to implement improvements.

### Strategy implementation requires consistent use of appropriate metrics and reporting.

The question "How well are we doing" must never be answered in isolation, but rather within a context appropriate to the business, the markets and customers it serves, and the strategies it is pursuing. We assist in designing and implementing reporting functions to ensure successful strategy implementation.

\* Sources available upon request