

THE GENDREAU GROUP, LLC REVENUE STRATEGISTS

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



We are revenue strategists.

Firms hire us when revenues or valuation do not meet expectations.

We specialize in:

- Finding untapped revenues
- Maximizing existing revenues
- Increasing valuation

Our clients have included:

- Startups
- Growth companies
- Marquee firms

We have been in business since 1989.

We are located in San Diego County, CA

Increase Revenues. Protect Revenues. Increase Shareholder Value.

We are revenue strategists. We specialize in helping companies evaluate, develop, and implement actionable revenue strategies that will enable them to grow revenues, maximize customer value, protect revenues, and implement successfully to increase value.

Our clients are senior managers, directors, or VCs who represent start-ups, growing firms, or companies in transition, and who manage companies, divisions, or products with revenues between \$3M and \$20M.

Our typical engagement is 90 days or fewer. We begin with our client's business goals and core competencies, management objectives and measures of success, value propositions and positioning, current customers and sales pipeline, and the quality of the customer experience the company delivers. We look at supply chain effectiveness, product line profitability, service delivery costs, financials and cash flows, team strength and employee morale, third party relationships and recent acquisitions. We do the necessary research to qualify and quantify the market conditions and trends that will impact strategy selection and success by examining market structure and competitive forces, key players, buyer economics, technology trends, pertinent regulatory and legal issues, etc.

As quickly as possible we propose and implement actionable recommendations, seek management approvals, and start driving for results by helping clients attack "the hard stuff" first.

Revenue Strategy and Valuation Services

We develop revenue strategies along four dimensions critical to success: *Markets and Sales, The Customer Experience, Focus and Leadership, and Efficiency and Profitability.*

To Grow Revenues, Understand Your Markets and Sell Effectively

- Market Research to Predict Size, Behavior, Value
- Benefit and Value Assessments
- Competitor and Competitive Technology Reviews
- Branding, Positioning & Messaging
- Sales and Channel Strategy Development
- Sales Tools, Sales Process, and Sales Team Development
- Business Case and Business Plan Development and Execution

To Maximize Customer Value, Improve The Customer Experience

- Customer Benefit Analysis
- Customer Touchpoint Analysis
- Customer Life Cycle, Cost of Acquisition, and Value Analysis
- Customer Service and Program Development
- Customer Loyalty and Satisfaction Audits
- Referenceable Account Development
- Return on Investment Model Development

To Protect Revenues, Improve Efficiency and Profitability

- Product or Service Profitability Audits
- Delivery Chain Strength/Weakness Reviews
- Customer-facing Process Audits and Reengineering
- Billing and Payments Audits
- Call Center and Service Center Audits
- Fraud and Risk Identification and Solutions
- Pricing and Margin Analysis

To Implement Successfully, Focus, Leadership and Shareholder Value

- Strategy Assessments and Development
- Goals and Forecast Development
- Customer-Facing Team Reviews and Development
- Resource Allocation and Skills Assessments
- Metrics, Reporting and Change Management
- Valuation and Funding Source Identification
- Strategic Briefing Materials for Funding