

Revenue Accelerant

Find and exploit overlooked revenue opportunities through analytics and application of best practices.

Mature software companies often have very significant untapped opportunities to grow revenue. Analysis of the current situation followed by campaign planning may be sufficient to capture this revenue if you already have a robust sales methodology in place. If your sales methodology needs some work, we will help refine that as well.

Revenue Accelerant components may include:

- Current Penetration Analysis
- Product Suite Assessment
- Ideal Customer Profile
- Solution Fit Rationale
- Urgency Drivers (Why Now?)
- Identification of key Channel opportunities
- Identification of key product/market opportunities
- Campaign design
- Preparation of SPIN questions
- Referencability Assessment & Planning
- Refining executive message
- Collateral review/refinement
- Web presence assessment
- Product positioning
- Endorsement assessment & planning