



REVENUE ROCKETSM



Revenue RocketSM Consulting Group, LLC Presents:

A TALE OF TWO CLIENTS.

This is the true story of two companies that took divergent paths with their growth strategies. As you might guess, one client is enjoying the rewards of an ambitious, well-thought-out growth plan, and the other ... well, let's say they've proven to be somewhat revenue-challenged.

In the beginning these companies were one, as the two principals started as business partners with similar backgrounds and experiences. Ten years ago, they parted ways over differences of opinion as to where to take the company and each went out on his own. Compare the two different company profiles:

Profile	Stymied Company	Vibrant Company
Business Type	Custom Applications Development	Custom Applications Development
Growth Strategy	Organic growth only	Organic & MA
Geography	One office, local penetration	Five offices, national focus
Sales Plan	AFAB—anything for a buck	Said no to anything outside core
Company Focus	No vertical specialization	Focus on three vertical markets

Where are they now 10 years later? In very different places as shown:

Profile	Stymied Company	Vibrant Company
Revenue	\$3MM	\$35MM
Sustained Profit Profile	0%–5% NOI	5%-10% NOI
2001 Tech Bust	50 consultants to two	10% revenue decline
Cost-of-Sales	\$7,500 per account	\$2,500 per account

It's the difference between looking outward, thinking ahead, and having a plan versus focusing inward, thinking for the moment, and essentially punting.

As an IT services growth consultancy, we specialize in helping small-to-midsize IT service executives with a hearty appetite for driving revenue and profit. Our expertise consists of organic growth strategies such as geographic expansion, new service line development, managed services, sales optimization, as well as mergers and acquisitions.

Please visit us at www.revenuerocket.com, or call Revenue Rocket CEO Mike Harvath at 952.835.2333.

Let's talk.