



REVENUE ROCKETSM



Revenue RocketSM Consulting Group, LLC Presents:
RAINMAKING IN TODAY'S TECH MARKET.

rain·mak·er, \ˈrān-ˈmā-kər\ noun; an executive or company with exceptional ability to attract clients, use political connections, increase profits, etc. also: a person whose influence can initiate progress or ensure success.

Our Executive Access Program is designed to help you deliver to your sales team high quality appointments with executive-level decision-makers who face the very challenge you are uniquely positioned to solve. The program uses market research to identify the best target accounts and executives to pursue. Business development professionals leverage account-specific research and a proven approach to set appointments for your sales team. Your sales team is provided with a thorough executive briefing before the sales call to turn preparedness into knowledge and credibility. And a swift postcall debriefing captures the appointment details for management review.

The key components of this program are:

- Positioning Workshop to identify and model ideal target accounts and executives;
- Quantification of target account attributes and executive challenges;
- Appointment-setting campaign focused on the intersection of prospect challenges and client value proposition;
- Appointment acceptance procedure—It's not an appointment until you say it is;
- Pre-appointment briefing for the sales team, centering on the specific challenges uncovered by research; and
- Post-appointment debrief to capture feedback and callup details for management review.

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.