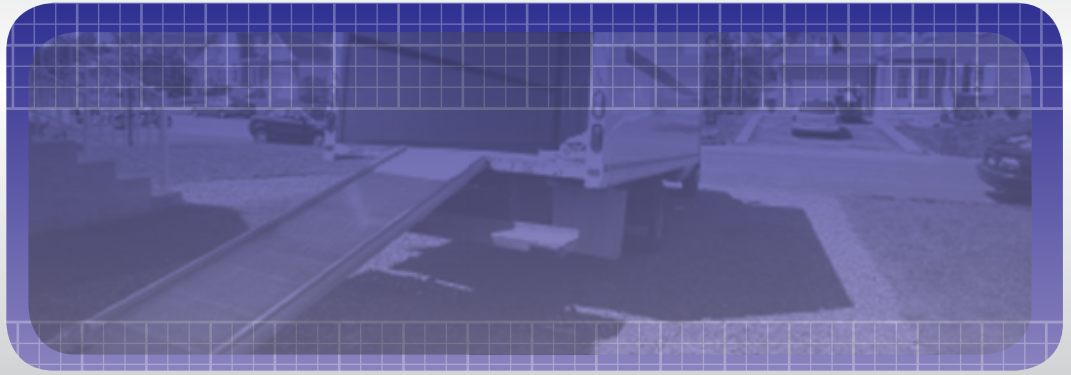




REVENUE ROCKETSM



Revenue RocketSM Consulting Group, LLC Presents: **ARE YOU A VAR SUFFERING FROM A “VAR”?**

That is, are you a value-added reseller suffering from a “very average return”?



Then join the crowd.

It's why most VAR's are moving into the services side of the IT business. They're quite simply following the money.

If you believe as we do, the mantra that states, “make the trend your friend” then the friendlier and more profitable trend is away from pure, low margin hardware and software sales and into more re-occurring revenue. It's our contention that VAR executives seriously migrating to services ought to be looking at deriving at least 50% of their revenue from this side of the business. Companies that do are seeing gross margins of 35% and net margins of 15%.

If you're a long term player then now is the time to be thinking about adding more of the services side of the business to your mix. To be sure, services sales is a different animal than hardware and software sales; requiring different skill sets, infrastructure and corporate strategies. The key is to think and act more like a services company than as a reseller. While this may sound daunting, it's not nearly as difficult as you may think provided of course you align yourself with “been there, done that” partners who've navigated these waters on behalf of others making this transition.

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.