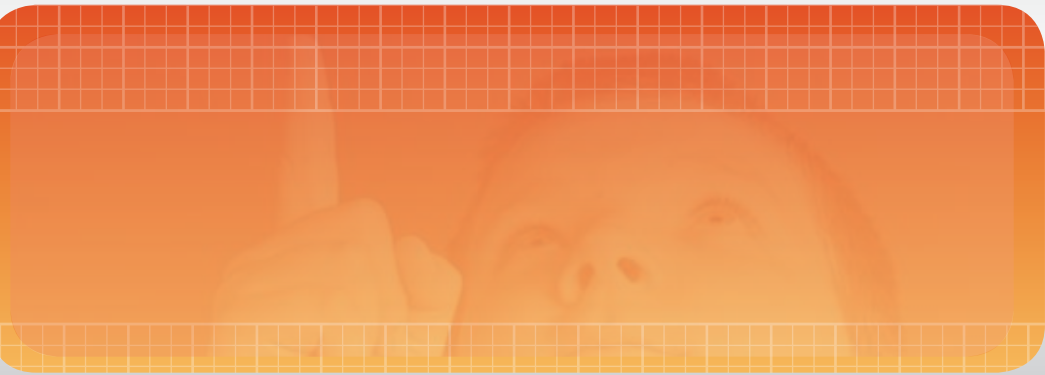




REVENUE ROCKET<sup>SM</sup>



## **Revenue Rocket<sup>SM</sup> Consulting Group, LLC Presents: “GO VERTICAL, YOUNG MAN.”**

“Go West, Young Man,” advised newspaperman Horace Greely in 1865 to ambitious souls looking for growth and expansion.



“Go Vertical, Young Man,” is our advice for today. If you plan to be a player in IT services, then you ought to be thinking about how to take your company, not broader horizontally, but deeper vertically, into what we call “micromarkets.”

But don't just take our word for it. In 2005, Gartner proclaimed; “Through 2009, 75% of vendors that do not prioritize their vertical market initiatives will develop solutions that fail to meet revenue and profit projections.” That was two years ago and, sure enough, we're seeing firsthand that companies with a vertical business model are outpacing their horizontal brethren by a large margin.

It's not just enough to think that your market is financial services, manufacturing, communications, professional services, government, healthcare, etc. you've

got to be thinking about getting deeper into these markets with greater sophistication and expertise. Why? Customers are awarding their business to those companies that are number one or two in their niche “micromarkets” because they perceive these companies to be more focused and better equipped to handle their business.

It's one thing to want to “Go Vertical,” it's quite another to have a road map on how to get there. Having helped many executives take their business vertical, we've developed a thorough and comprehensive game plan for getting there.

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](http://www.revenuerocket.com), or call Revenue Rocket CEO Mike Harvath at 952.835.2333.

**Let's talk.**