



We help IT services firms with merger and acquisition initiatives and optimizing growth strategies

STAYING AHEAD OF THE INNOVATION CYCLE

One of the immutable laws among IT service companies is that you're never more than 18–24 months from the jaws of a death spiral.

To avoid this calamity, we advise executives to obey the wisdom of the Innovation Cycle. It's that 4.5 year window made up of three distinct periods, each about 18 months long, which we know as growth, stagnation and inevitably, regrettably... decline.

Keeping yourself in the growth stage is to always keep one eye on business model innovation. It's tough to do, as the demands of the business often compel executives to adopt a mode-of-management that moves from "working on" the business to "working in" the business. The former is a concentration on strategy— the big picture as it were; the latter is the gravitational pull toward the tactical —the nuts and bolts.

Revenue Rocket can help you avoid the perils of stagnation and decline with our unique perspective and expertise in business process innovation for sales and marketing, operations, finance, administration and practice management.

As an IT services growth consultancy, we specialize in helping small to midsize IT service executives with a hearty appetite for growth. Our expertise includes mergers and acquisitions, geographic expansion, new service line development, channel marketing, sales planning and optimization, succession planning, among others.

You can learn more about how we go about slaying the growth demons with which you are grappling by checking us out at www.revenuerocket.com, or by contacting anyone of our partners.

Let's talk.

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