

REVENUE ROCKETSM CONSULTING GROUP, LLC PRESENTS: AFAB IS A FOUR-LETTER WORD.

Anything for a buck. Four letters for four words that spell trouble.

It's a condition that can strike anytime along the business maturity continuum though it generally surfaces in the formative stages of your business. The symptom is easily recognized when your wallet says yes to taking on a project that your brain says no way. Just this once you say to yourself, just to get over the hump. Soon, once leads to twice, thrice and soon your business practice bears scant resemblance to your business plan and you wonder, what went wrong?

It happens and sadly more than we like and for a host of reasons:

- Revenues are flat and you're looking for a boost.
- Your scope of services are ill-defined; either too broad or too narrow.
- Lack of attention to business planning.
- Unassigned billable consultants on the bench.
- Lean sales pipeline.

The key to combating AFAB is to not put yourself in temptation's way in the first place. Easier said than done, we know, but there are lessons on giving yourself a fighting chance against this seductive demon. You can read more about the symptoms of AFAB and how to avoid this potentially debilitating condition by clicking on the link below to an article, written by Revenue Rocket EVP, Jay Rosenfeld that appeared in the April 19, 2008 issue of PS Village.

Or, better yet, contact Jay at 952-835-2333 or at jrosenfeld@revenuerocket.com.

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, best practice implementation, sales optimization, as well as buy-side mergers and acquisitions.

You can learn more about how we slay the growth demons that you are grappling with at www.revenuerocket.com.

Let's talk.