

## THE CASE FOR OBJECTIVITY

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Why is it that doctors are advised not to treat themselves, lawyers not to defend themselves and psychologists not to counsel themselves? In a word—objectivity.

It's the same for IT service professionals. Often the best remedy for all your ailments, your perplexing decisions, your conundrums, is to simply say ... let's get another diagnosis, another perspective. This is what we do for more small to mid-size IT services firms than anyone else.

Our Growth Strategy Assessment program is designed to help you zero in on your most exasperating problems and your most promising opportunities then to ferret out the most efficacious strategies and tactics. We start with the "What Report," which is an in-depth look at your business, focusing on five key areas: Financial, Sales & Marketing, Operations, Delivery and Ownership. With this information, we work with you and your team to identify the "what" that has to get done.

The next phase is to develop the "How Report." Or, how, specifically, are we going to get things done. What are the appropriate growth strategies to meet

your tightly defined "what" objectives? How, when, where and by whom should these strategies be implemented?

The last phase is the "Well, Now That We Did It, How Did We Do Report," or simply the "Results Report." It's where we objectively measure results, assess performance, build on what's working, jettison what's not, make adjustments and go forward anew.

As an IT services growth consultancy, we specialize in helping small to mid-size 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](http://www.revenuerocket.com), or by contacting any one of our partners.

**Let's talk.**