

PRODUCTIZATION: OR HOW TO PUT MORE ACCELERATION BEHIND YOUR NEW SERVICE LINE

You're planning to add a new service line to your portfolio, and your goal is to shorten the sales cycle. After all, time is money, and there is a premium on both. What can you do to make this happen? Well, you might want to "productize" your service line.

in a nutshell, what this means is that you create a branded entity for your new offering that combines:

- 1) the functional benefits of your new product (e.g. a CRM system);
- 2) the service excellence of your consultancy; and
- 3) a hearty dose of the intellectual property that defines your IT philosophy.

Bundling all this into a branded offering helps you sell into the market by:

- Creating a unique and differentiated added-value offering

- Making it easier for customers to understand and buy; and

- Making it more efficient for your team to sell.

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.