



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

ARE YOU LOOKING FOR THAT RARE BREED OF "HYBRID" SALES PROFESSIONAL? WE CAN HELP.

Greater sales more economically achieved.

It's the top challenge we're asked to address by IT services firms looking to drive revenue. Up to now we've helped clients develop sales strategies that include sales management processes and training, but stopped short of recruitment.

In response to growing demand from our clients, who are exasperated by the futility of finding extraordinary sales people, we are pleased to announce that we have created a new specialized sales recruiting group within Revenue Rocket as the final element of our sales optimization portfolio.

The demand for talented sales people is such that earlier this year Gartner, Inc. identified the shortage of skills and talent in IT as a major inhibitor to growth. Unlike the skills shortage of the early 2000s, which centered on technology talent, Gartner makes it clear that this time the demand is for what they call "hybrid professionals ... people with varied experience, professional versatility, multidisciplinary knowledge and technology understanding."

In other words, businesses need sales people who don't simply sell technology but who understand business and how to apply technology in solving business problems. These in-demand, high-level, passive sales people are likely not to be found wandering around Monster.com and the like. You have to know the characteristics that make up this breed of sales professional, where to find them and how to win them over to your cause... and we do.

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.

You can learn more about how we slay the growth demons you are grappling with by contacting Revenue Rocket's CEO Mike Harvath at 952-835-2333 or by visiting us at www.revenuerocket.com.

Let's talk.