

Specialize Verticalize Productize

Your path to best in class.



Everyday Revenue Rocket encounters firms where revenue has stalled, marketing isn't firing on all cylinders, and the CEO is the only salesperson who can close a deal.

You may have great people and fantastic technology chops but running a profitable IT services business takes time to work on the company, not just in the day-to-day struggle.

Revenue Rocket has developed a method for a systematic business transformation bringing critical stakeholders out of the reactive and into the proactive, allowing your firm to be becoming a top quartile performer. We do this by implementing our Specialize, Verticalize, and Productize model - SVP.

SPECIALIZE:

Firms must pick a technology specialty and be the best provider available for your ideal target customer. When you specialize in a technology niche, you separate yourself from the pack by:

- Being extremely relevant to your customers' technology needs, in their industry, using the ideal technology for what's needed
- Attracting and retaining better talent by narrowing in on a specific technology niche
- Commanding higher billable and utilization rates from buyers who are less sensitive to price for effectively differentiated services

VERTICALIZE:

IT Services customers today are expecting experts in their market. IT Service providers should pick one vertical market and be the dominate player in that market, aligning with your technology specialty. When you pick a vertical market you:

- Narrow your marketing focus to companies that need your services allowing for better leads

- Build referrals and references of like-minded businesses that will recommend your business
- Concentrate sales efforts on deals you know you can win

PRODUCTIZE:

Customers are expecting the buying process for services to be easy. Firms that create the right set of branded bundled, services can:

- Add intellectual property that meets the needs of your customers' market
- Improve service delivery and profitability through standardized offerings
- Move to consistent recurring revenue

Combined, the SVP model enables you to:

- Create a unique and differentiated added-value offering
- Making offerings easy for customers to understand and buy
- Enable sales and marketing teams to create and close more leads

Putting the SVP Model to Work in your Business



It's a seven-step process that begins with an in-depth review of your firm. The Revenue Rocket team examines all aspects of your business, providing critical recommendations at each step on the seven-step wheel shown here.

We start by fortifying your core team of individuals and managers through a proven model to manage business change and accountability, supported by realistic metrics. Everyone involved clearly understands what needs to happen while working on the business.

We dive into each step in our market wheel through a series of workshops, teaching best practices for offering management, marketing, sales, delivery, operations, and finance. We balance teaching, reviewing, and implementing change management initiatives, empowering management teams with tools needed for successful transformation.

The first workshop is an introduction to best-in-class practices followed by the second and third workshops focused on implementation and change management.

The program is executed through a service level agreement, giving you the freedom and flexibility to speed up or slow down the project at any point as your time permits.

