

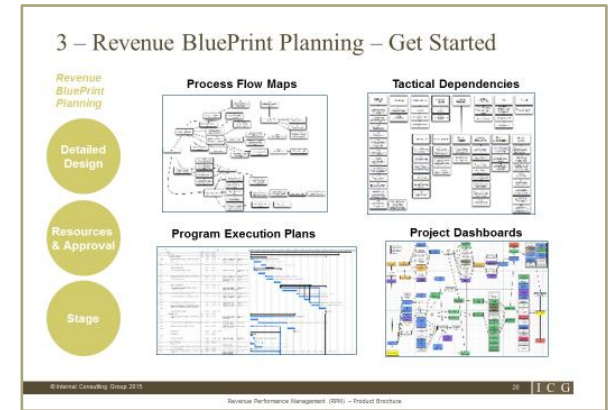
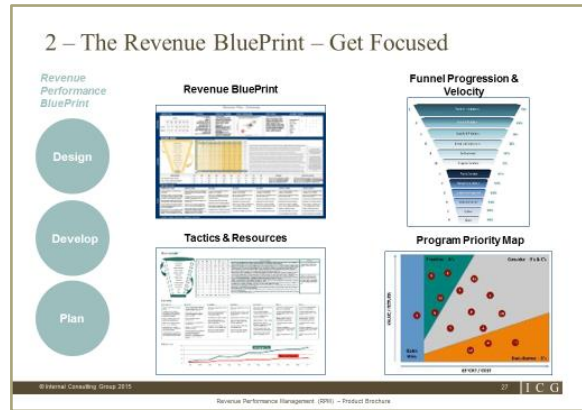
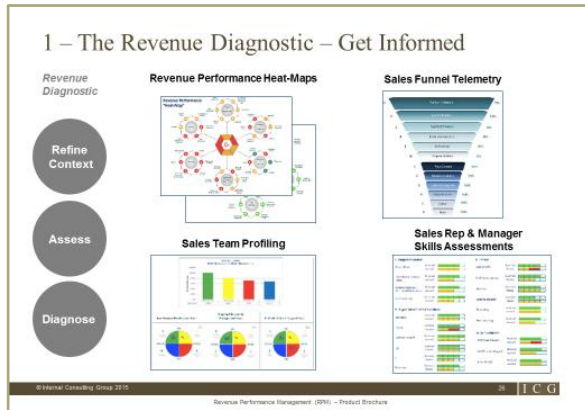


Revenue Performance Management (RPM)

For any business, product/service group or other revenue targeted entity troubled by their inability to deliver consistent, profitable and sustainable revenue growth?



Revenue Performance Management - Overview



Price;

1-Revenue Diagnostic
US\$35,000

2-Revenue Blueprint
US\$25,000

3-Blueprint Planning
US\$15,000

4-Implementation of Blueprint
POA

5-Performance Improvement
(Telemetry) POA

The Problem We Solve – Revenue generation has quickly become the black hole into which companies aimlessly pour millions of dollars into CRM's, Training, Analytics, Marketing Automation and more. As returns on investment decline year over year budget requests and customer acquisitions costs go up. Why are CFO's and MD's tolerating this? Because, until now, revenue performance has been shrouded in mystery and the sellers of these solutions are claiming huge margins in by creating this clutter. The ICG Revenue Performance Framework removes the clutter. We align the entire business to the buyers journey and embed sustainable revenue performance improvement capability in marketing (top of funnel) and sales (bottom of funnel).

How We Achieve This – ICG facilitates a proven step change framework that has been used by over 135 clients. On average these clients have increased revenue by 24%. The framework is quick, precise and utilises the optimal amount of resources.

Why We Do It Better Than Anyone Else – At ICG we believe your revenue performance success is predicated on 1) how well your product or service solves problems for your customers, 2) how to let them know you do it better than anyone else and 3) quickly, efficiently and cost effectively pull prospects through your marketing/sales funnel. Once this is solved we provide (or help you buy) the tools needed to maintain control and visibility over your marketing and sales process.

Over 135 clients have increased their revenue by an average of 24% using the ICG Revenue Performance Management framework.

Source – RPMGI Revenue Performance Index - 2014

You Are Not Alone (Selected RPM Clients)



Several major telcos



Several leading financial services brands

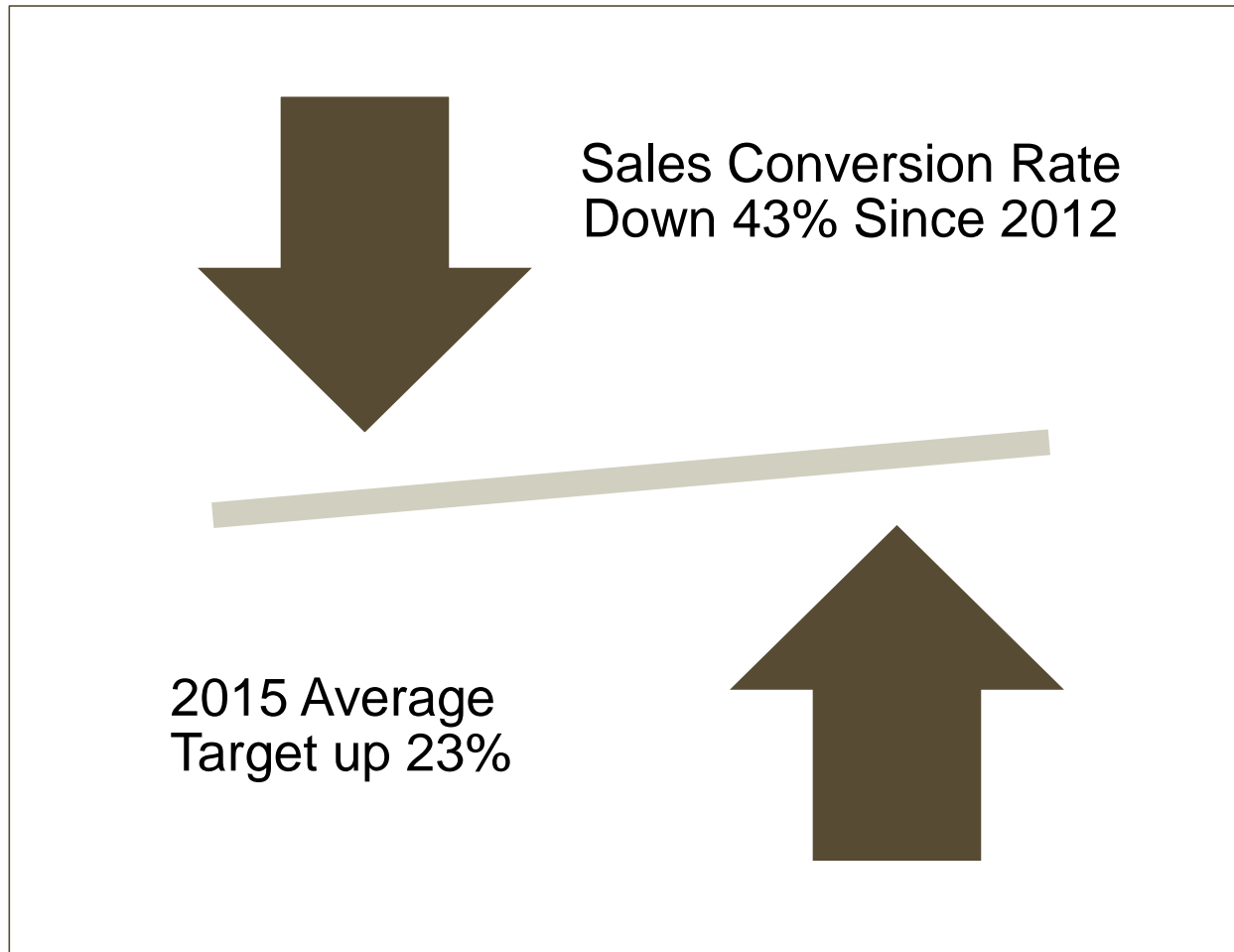


Major electronics manufacturers



Prominent NFPs / mutuals

Why



Source – RPMGI Revenue Performance Index - 2014



For the last 40 years, the standard solutions offered by consultants and vendors to improve sales and revenue performance have focused on sales training, manager coaching and installing Customer Relationship Management systems – each depending for success upon application by the individual sales people or their managers.

Notwithstanding staff attrition and redeployment one would reasonably have expected that organisations employing one or all of these approaches would by now have solved their performance issues and now be enjoying double-digit year on year growth.


Of course they are not. Sales Directors still struggle with many of the same sales performance issues as their predecessors faced four decades ago.

Derisking Sales & Marketing Investment – 1



**Define your
Ideal Customer Profile**

Derisking Sales & Marketing Investment – 2

A man in a green shirt is rowing a small wooden boat through a vast sea of plastic waste. The water is completely covered with a thick layer of discarded plastic items, including bottles, bags, and other debris. The boat is positioned in the middle ground, and the man is actively rowing. The background is a dense expanse of trash stretching to the horizon.

Feed your funnel with the
right kind and quality of
RAW LEADS,
or your machine will either
CLOG UP or worse,
produce a **PILE OF JUNK**

Derisking Sales & Marketing Investment – 3



Find a big enough problem experienced by a large number of buyers, and solve that problem for those buyers better than anyone else can, and those buyers will pay you more money for doing so.

Derisking Sales & Marketing Investment – 3

Problems Are About PAIN !!

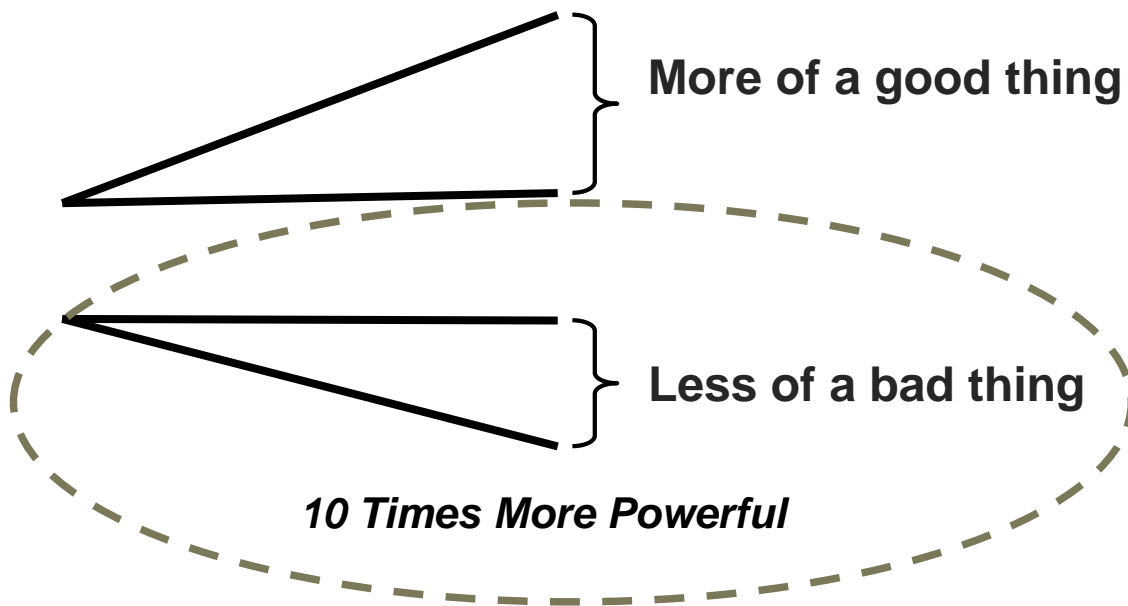


Excruciating Pain

Life's little reminder to 'look before you leap.'

Derisking Sales & Marketing Investment – 3

Buying is About PAIN Relief !!

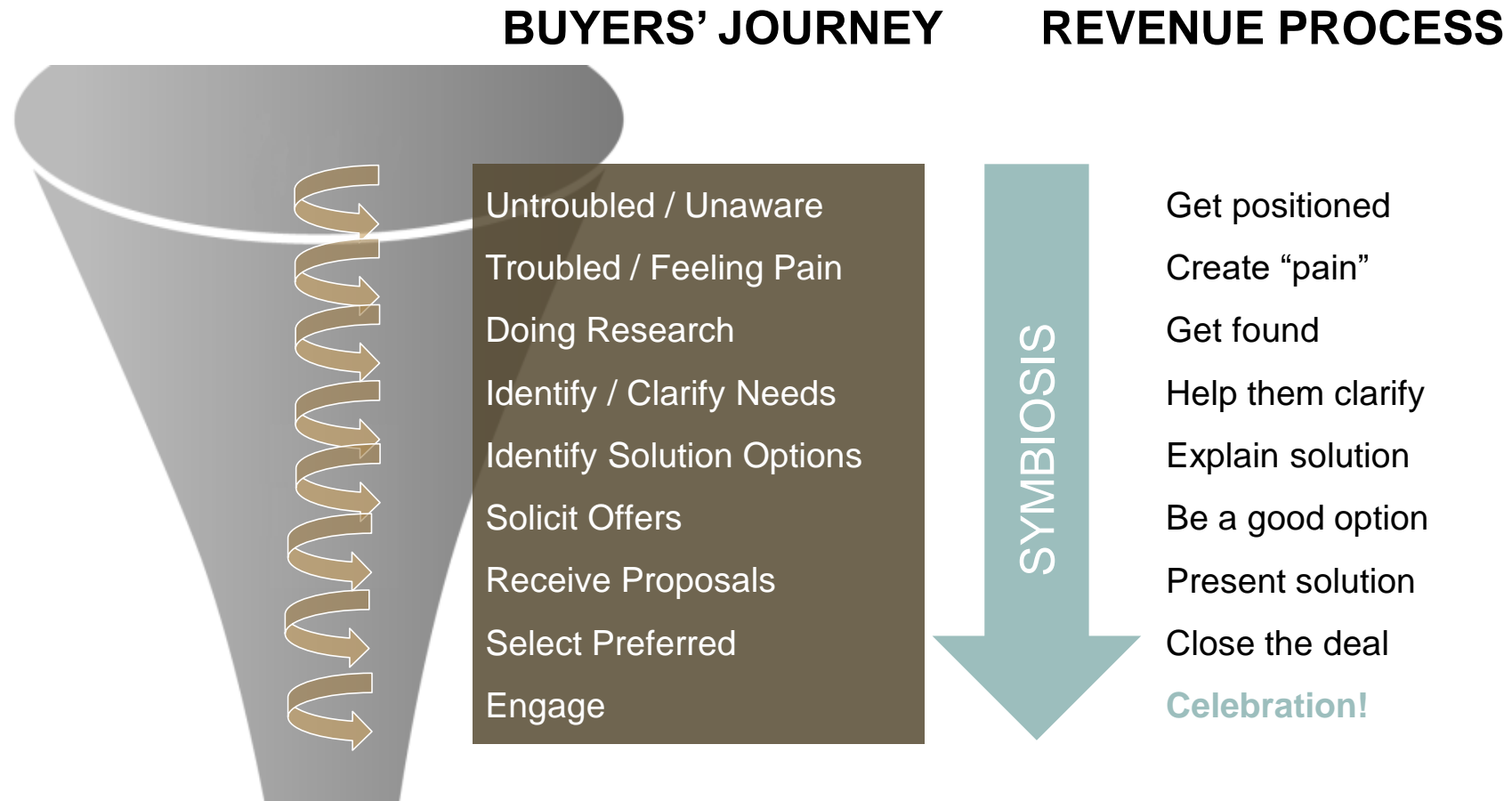


Problems define the difference between where your buyers are today, and where they want to be tomorrow. They might identify:

- Gaps
- Deficiencies
- Inabilities
- Risks / fears / threats
- Costs
- Hurdles
- Constraints

Derisking Sales & Marketing Investment – 4

Understand the **JOURNEY** the **BUYERS** are on and **DESIGN** the steps in the **REVENUE PROCESS** to complement their steps.



How

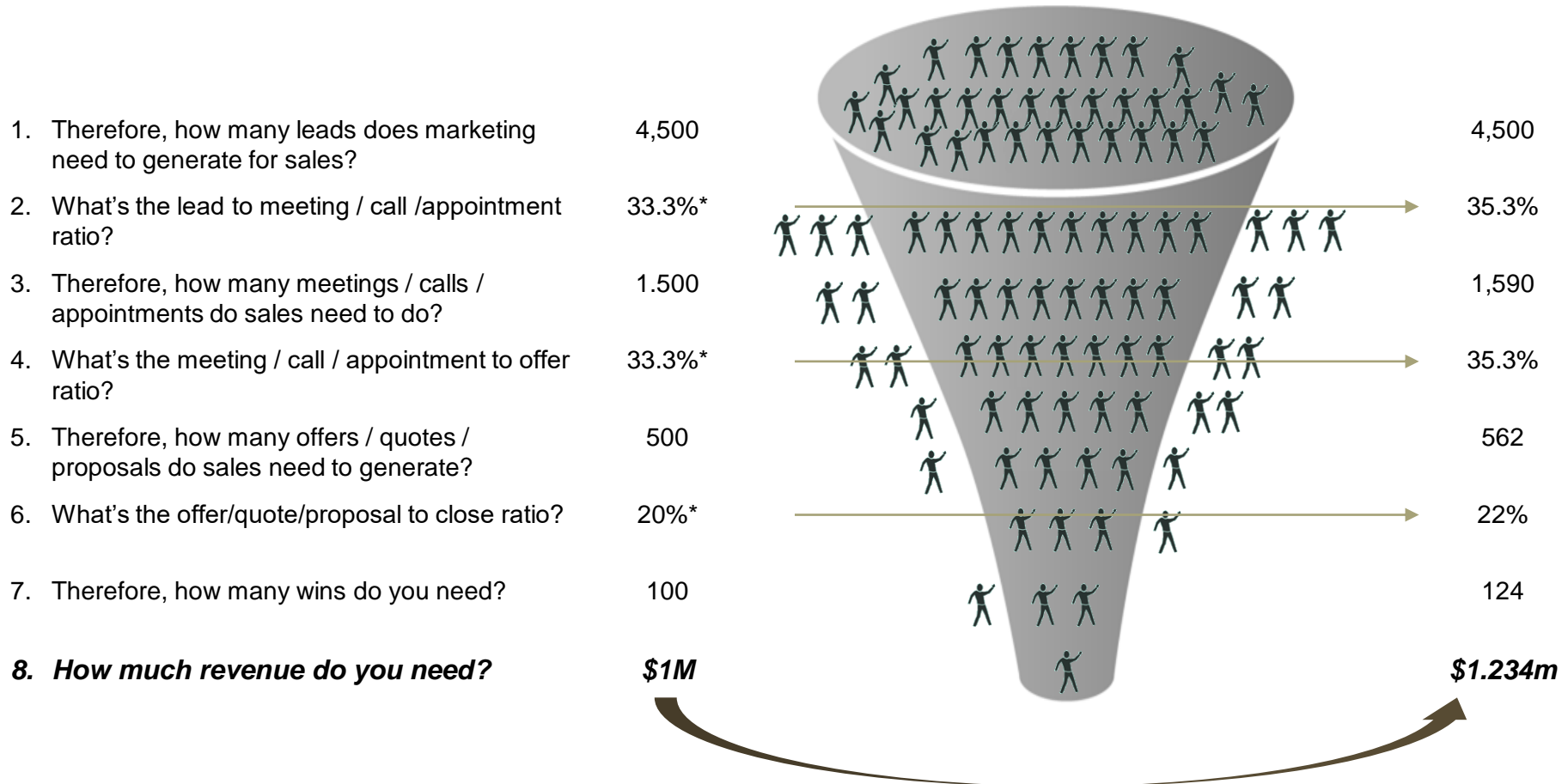
A Nice Simple Summary – It's a Numbers Game



Click [here](#)

It Doesn't Have to Be Difficult

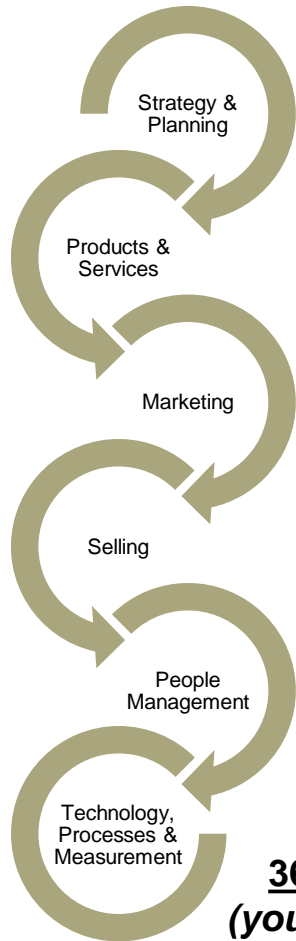
Using ICG industry performance **BENCHMARKS** we working backwards from a \$1m target and model one simple improvement in performance.



2% Funnel Efficiency Increase = 24% More Revenue

Where Do You Start

Your Revenue Engine



36 Key Functions
(your revenue performance investment)

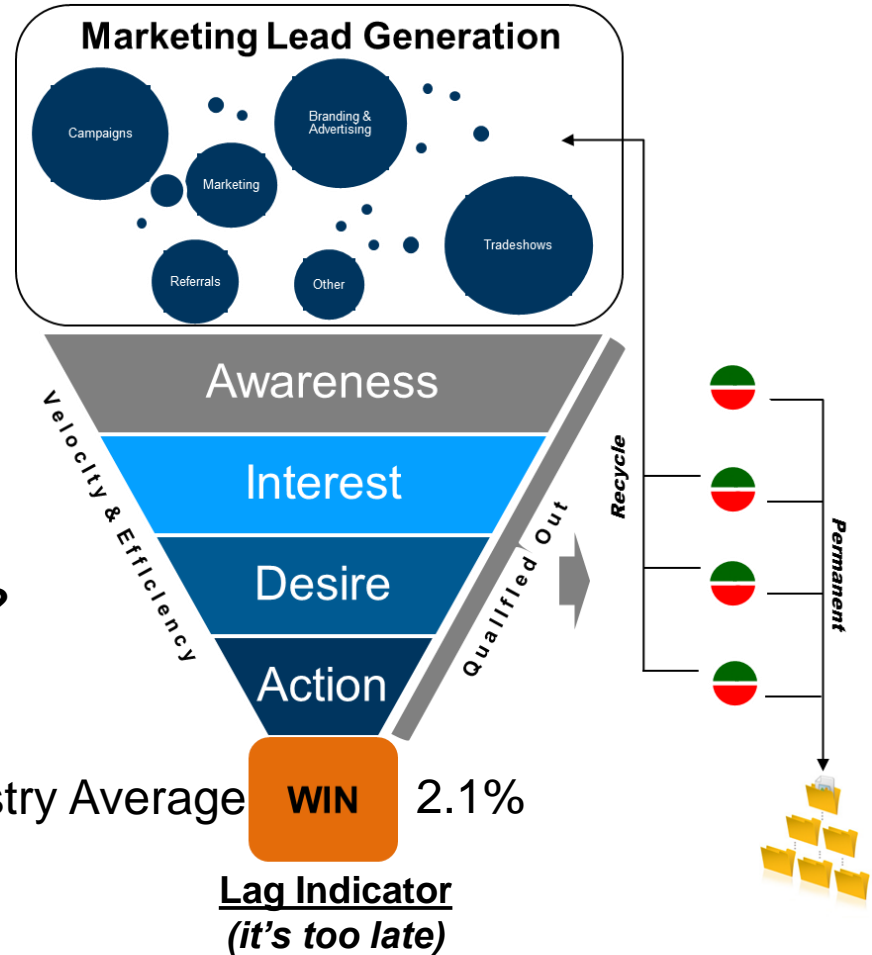
What's working?

What's not?

What happens if?

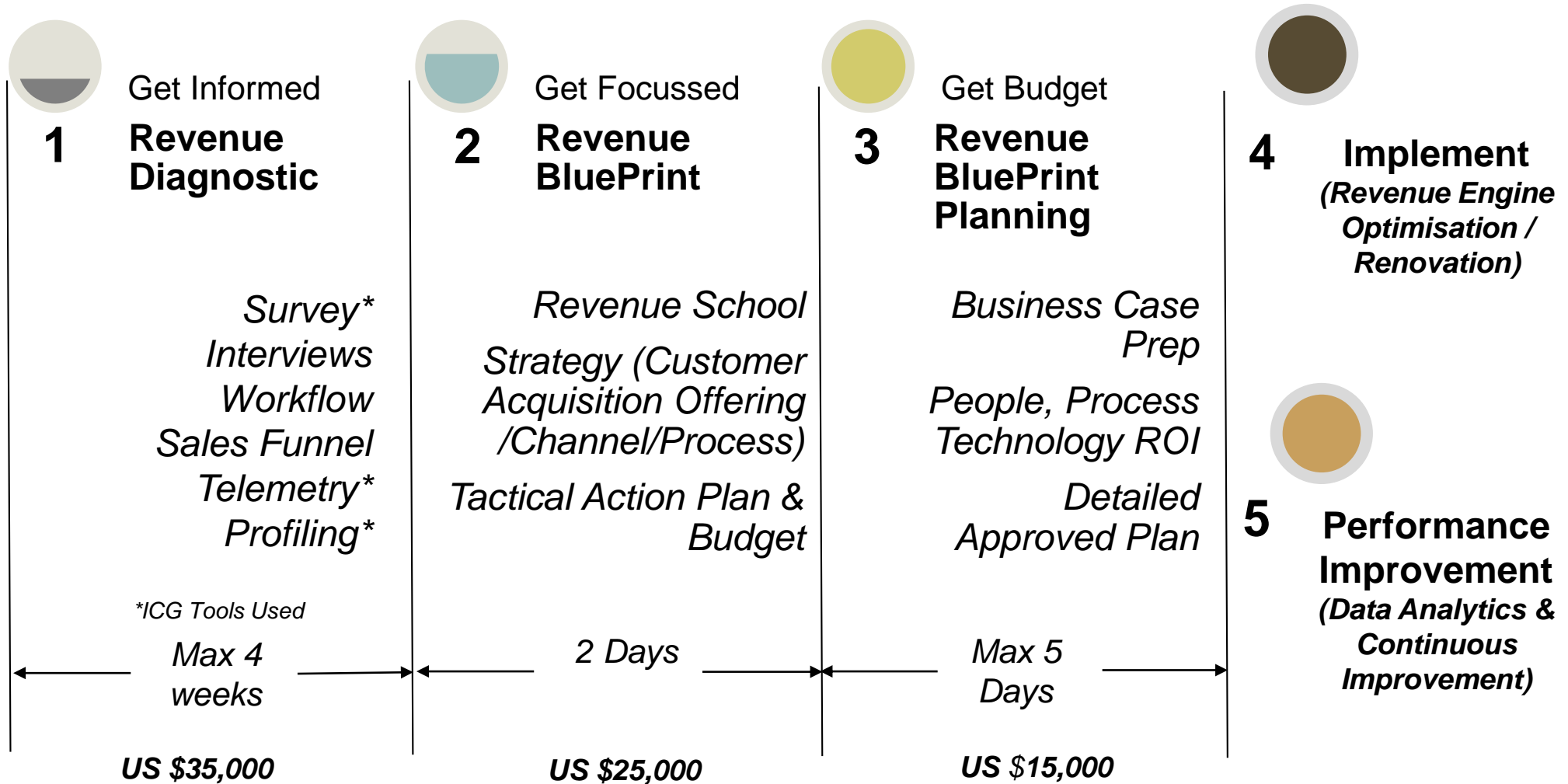
What is your SA&G return?

Your Sales Funnel



How ICG Achieves This – It’s Not “Drive By” Consulting

Back to the Basics – Embedded Competencies



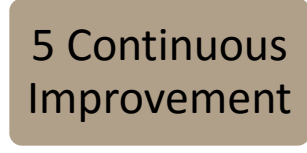
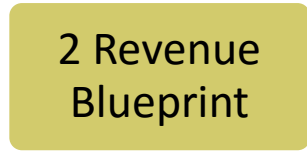
Note; Pricing may vary depending on SOW

How We Help

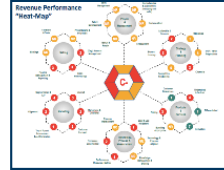
Step Change Transformation

Facilitate

Deliver



Revenue Performance Heat-Maps



Revenue Blueprint



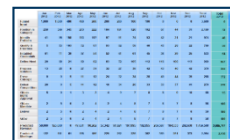
Program Execution Plans



Project Management



Revenue Telemetry



Paint by Numbers

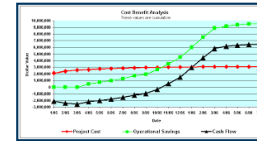
Sales Funnel Telemetry & Valuations



Funnel Modelling



Cost Benefit



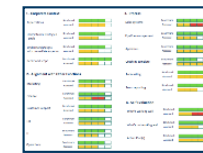
Coaching & Advice



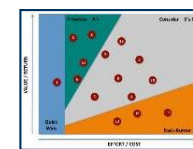
Management Dashboard



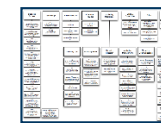
Sales Rep & Manager Skills Assessments



Program Priority Map



Tactical Dependencies



Adoption & Compliance



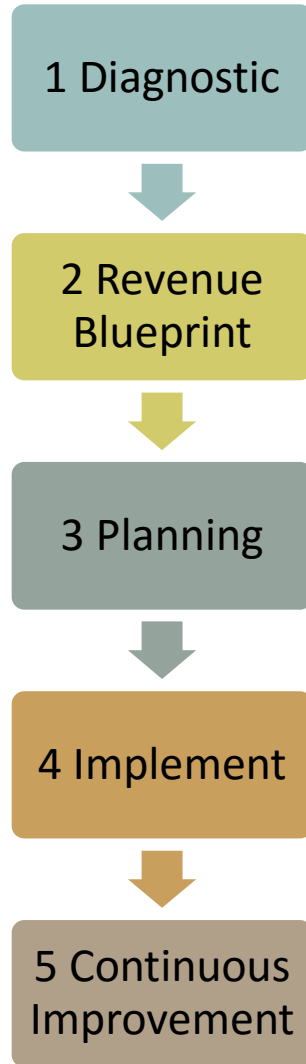
Funnel Progression & Velocity Analysis



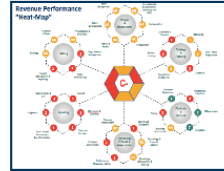
How We Help

Step Change Transformation

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Revenue Performance Heat-Maps



Revenue Blueprint



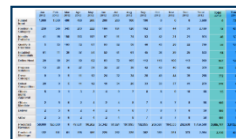
Program Execution Plans



Project Management



Revenue Telemetry



Paint by Numbers

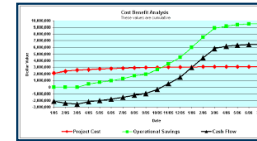
Sales Funnel Telemetry & Valuations



Funnel Modelling



Cost Benefit



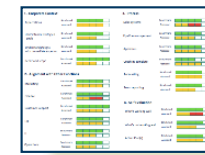
Coaching & Advice



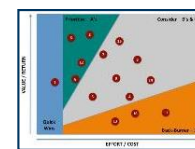
Management Dashboard



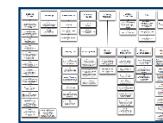
Sales Rep & Manager Skills Assessments



Program Priority Map



Tactical Dependencies



Adoption & Compliance



Funnel Progression & Velocity Analysis



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1 – The Revenue Diagnostic – Get Informed

Revenue Diagnostic

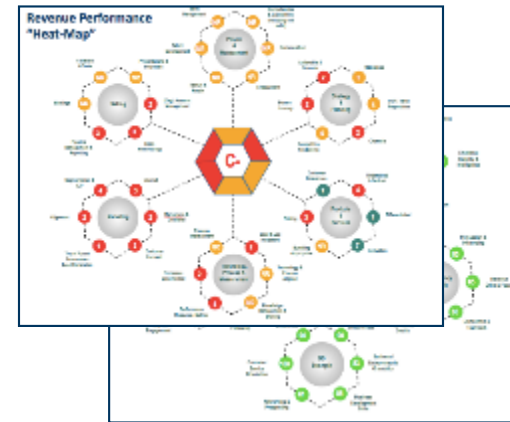
Assessment of sales pipeline performance and sales operations. Revenue stress causes, opportunities for greatest potential improvement and areas where knowledge gaps exist is identified before the Revenue School and BluePrint is performed.

DESCRIPTION

- Define revenue model in detail and refine / confirm initial hypotheses.
- Describe revenue & margin aspirations, desired state, strategic intentions and desired business outcomes.
- Define operational, management and organisational structures supporting pipeline and revenue creation.
- Investigate effectiveness and efficiency of revenue systems across all 36 core revenue drivers.
- Define and document marketing and sales processes.
- Benchmark key metrics against peers.
- Characterise and assess maturity of pipeline.
- Qualify and quantify current state of pipeline health.
- Assess key performers skills & capability.
- Prepare gap analysis across all core drivers between current “as-is” state, desired state and best practice.
- Develop future-state scenarios in RPM-Telemetry to highlight and quantify impacts of opportunities & risks.
- Rank opportunities and risks and prioritise actions to take advantage or mitigate.

SAMPLE OUTPUTS / DELIVERABLES

Revenue Performance Heat-Maps



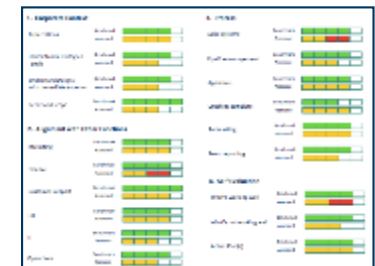
Sales Funnel Telemetry



Sales Team Profiling



Sales Rep & Manager Skills Assessments



Refine Context

Assess

Diagnose

US\$35k

2 – The Revenue BluePrint – Get Focused

Revenue Performance BluePrint

The Revenue BluePrint is the output from the 2 day Revenue School. Bring expertise, structure and learnings about how to develop highly effective revenue generating engines and combine it with deep industry knowledge to create their Revenue BluePrint.



US\$25k

DESCRIPTION

- Confirm financial and other objectives for the organization.
 - Identify critical drivers from the Revenue Performance Diagnostic.
 - Identify / document key buyer dynamics and behaviours.
 - Map key marketing and sales processes enhancements.
-
- Develop and document strategic elements of the Revenue Performance BluePrint including:
 - *Clearly understand and document core segments and customer profiles within those segments,*
 - *Define key tactical priorities to drive revenue.*
 - *Build initial-case 3 Yr. Revenue Performance Model using RPM-Telemetry.*
 - Collaboratively build out marketing and sales tactical plans for critical drivers and processes.
 - Confirm and document critical stage metrics and build into revenue performance modeling.
 - Prioritize core project streams against value vs. cost criteria and document critical dependencies.

SAMPLE OUTPUTS / DELIVERABLES

Revenue BluePrint



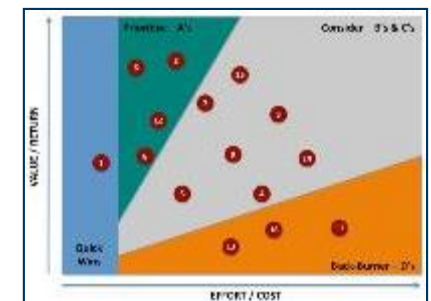
Funnel Progression & Velocity



Tactics & Resources



Program Priority Map



3 – Revenue Blueprint Planning – Get Started

Revenue Blueprint Planning

Detailed Design

Resources & Approval

Stage

US\$15k

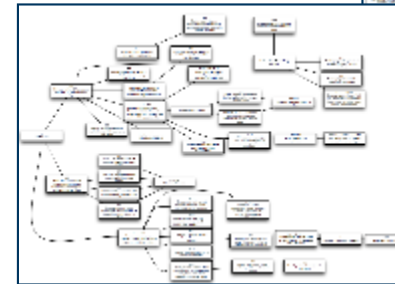
Stage the transformation. Collaboratively build the plan containing, success criteria, timelines, risk assessments, budget and change management requirements. Get budget and buy in using proven ROI modeling and communication techniques.

DESCRIPTION

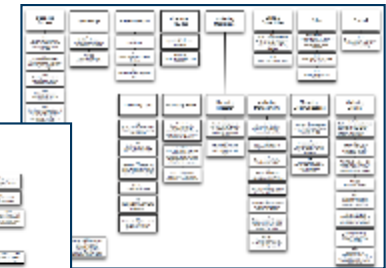
- Define execution plans including milestones, deliverables, dependencies, resources and risks.
 - Design new revenue creation processes and align with tactical elements from Revenue Performance BluePrints.
 - Convert RP BluePrint into a granular and executable program.
 - Integrate change management methodology.
-
- Ignite program streams as defined in the Transformation Plan.
 - Align processes, tools, technology and behaviours.
 - Identify key revenue performance metrics.
 - Embed new Funnel management practices and reporting protocols.
 - Get approval and launch.
-
- Project manage multi-stage implementation program.
 - Innovate critical processes directly impacting pipeline health and performance.
 - Align marketing automation and CRM technology in support of new processes and behaviours.
 - Revise and optimize process documentation including behaviours.

SAMPLE OUTPUTS / DELIVERABLES

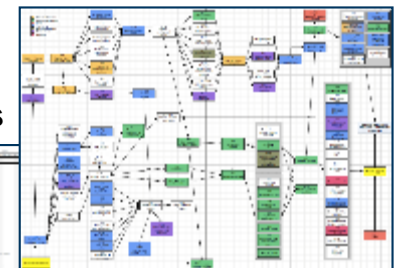
Process Flow Maps



Tactical Dependencies



Project Dashboards



Program Execution Plans



4 – Implement – Optimisation / Renovation / Execution

*Implement
& Operate*

Renovate

Test

Deploy

POA

In this step of the Revenue Performance Management transformation the Tactics determined in Step 2 (Revenue Performance BluePrint) are delivered as per the “Step Change” plan created in Step 3 (Revenue BluePrint Planning).

Priced on Application

5 – Performance Improvement – Prescriptive Analytics & Business Intelligence

Measure & Operate

Enable continuous measurement of the activities driving revenue growth, ensuring that knowledge gained drives improvement and the optimization of conversion and revenue.

Measure

Adjust

Plan

DESCRIPTION

- Source and deploy a Revenue Performance Management BI tool that integrates targets and measurements into revenue processes.
- Measure and report on marketing and sales performance data (progression / velocity).
- Enable a framework for continuous measurement and improvement.
- Transfer knowledge based on demonstrable results from process improvements.
- Implement feedback loops from tactical and campaign execution.
- Gain visibility into key lead and lag revenue performance indicators.

PRICING

US\$1,500 / User / Month
Professional Services - POA

SAMPLE OUTPUTS / DELIVERABLES

Funnel Progression & Velocity



Management Dashboard



Revenue Telemetry

	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	2012 Total	2013 Total
Global Revenue	1,288	1,008	488	500	205	288	200	195	188	9	5	8	2,889	6,780
Position in Category	258	248	245	273	244	194	131	140	182	32	44	31	2,190	13,413
Lead in Pipeline	41	38	188	150	181	87	51	78	83	12	21	21	874	46,750
Clearly B.F. Profile	5	50	193	12	51	83	54	78	46	45	20	22	749	16,130
Email Ad Campaigns	81	11	38	37	44	32	11	41	46	38	30	26	523	64,713
Defined Lead	28	38	21	50	42	83	12	105	152	115	100	113	1,040	14,611
Engage Solution	13	25	8	20	31	32	43	39	42	45	44	39	379	300,123
Prove Concept	8	3	8	11	41	24	10	34	28	45	44	39	248	373,813
Detail Concept Plan	28	9	5	11	14	18	24	26	33	30	31	41	279	276,800
Customer Support	8	3	1	5	3	4	5	7	8	5	6	16	146	11,413
Establish Market	2	8	8	2	4	3	4	8	7	5	7	8	146	100,113
Qualify	2	5	6	2	4	2	5	6	7	9	1	8	58	80,113
Grow	2	3	4	1	2	1	1	1	2	1	1	1	16	80,113
2012 Total Revenue	10,888	8,240	8,410	10,124	12,142	10,180	10,810	10,810	10,810	10,810	10,810	10,810	108,110	3,810,113
2013 Total Revenue	100	110	110	110	110	110	110	110	110	110	110	110	1,100	4,910

Tool Set Inventory & Support



1

Get Informed Revenue Diagnostic



2

Get Focussed Revenue BluePrint



3

Get Budget Revenue BluePrint Planning

Accreditation / Training / Support

1. Selling & positioning coaching / tools and playbook.
2. Revenue diagnostic report process & prep. (user guide / remote sessions).
3. Prova profiling & assessment process / prep./ Presentation.
4. Diagnostic presentation prep.

1. Selling & positioning coaching / tools and playbook.
2. Revenue school user guide.
3. "In the moment" live coaching sessions.
4. Remote training sessions.

1. Selling & positioning coaching / tools and playbook.
2. Revenue BluePrint user guide.
3. Remote training sessions.

Tools Offered for Accredited ICG Affiliate

1. Work samples.
2. Statement of work template.
3. Qualitative tools collection checklist and question sets.
4. Diagnostic report (prepopulated with quantitative results).
5. Diagnostic results presentation template.
6. Prova profiling and skills assessment results report template.

1. Work samples.
2. Change readiness.
3. Revenue school workshop deck.
4. BluePrint creation template.
5. Tactical action list.
6. Problem choice tool.
7. Telemetry modelling.
8. The MAT.

1. Work samples.
2. Revenue BluePrint ROI.
3. Executive briefing template.
4. Master tactics & mapped products with tactics.
5. Process for creating the product breakdown structure / network flow diagram.
6. Project planning flow template.
7. Project roadmap.
8. Project management toolkit.
9. Project planning process audit output.

Tools / Activity Performed by ICG Program Owner

1. Revenue performance (quantitative) diagnostic results and template.
2. Quality review of diagnostic.
3. Prova profiling-sales team (max 5).
4. Prova sales rep/mgr. skills assessment (max 5).
5. Client satisfaction survey and report.

1. Quality review of Revenue BluePrint.
2. Client satisfaction survey and report.

1. Quality review of BluePrint planning.
2. Client satisfaction survey and report.



Internal Consulting Group

Email enquiries@internalconsulting.com or
visit our website at www.internalconsulting.com