

Change Nothing ... Expect the Same or Less

Can you change nothing given the present economic climate, and expect revenue gains for 2009?

Tough economic times have always opened new doors for the open minded and enabled business owners/leaders to not only survive, but also end up thriving as a result of new economic forces. Tom Peters aptly introduced in 1987 through his blockbuster book *Thriving on Chaos*, that the new manager recognizes **chaos and uncertainty as market opportunities for the wise**. Technology and the corresponding flow of information have accelerated this reality over the last 22 years and the situation is compounded by an ever-growing integrated world economy. We are not only competing with businesses in our own country, but with all global providers of products and services. Case in point, 20 countries (G-20) recently met in D.C., and concluded with 50 ways to stimulate our world economy. Each of our businesses is sure to feel the effects of these international measures.

We now have an economy that demands new ways of thinking and doing.

Today, business owners are being presented daily obstacles and challenges either never faced or seldom faced in running their companies. Owners and business leaders are painfully recognizing that past strategies and methods of gaining success are no longer sufficient for their company's sustainability. They are also watching and experiencing the economic challenges that are being placed on their suppliers, competitors and customers.

The responsibility an owner has to employees, customers, suppliers and family can be larger than life in tough economic times. There are new pressure points, potentially unprecedented, and help is needed in ways never imagined before now. Most owners recognize that the answer lies somewhere inside reducing costs, maintaining best customers and finding new streams of revenue. Easier said than done, right? Well, maybe not entirely!

We have discovered a new way of thinking more constructively about the future of your business that goes beyond the status quo. We refer to it as **Revenue R&D™**. Research and Development has long been an accepted as a standard business practice for product development; companies spend thousands, millions and in some cases billions trying to research and develop the next greatest product. The current economic climate demands that American business adopt a similar R&D approach as it relates to their revenue acquisition processes and methods.

If only they took this same approach to unlocking the true revenue potential of their companies!

A Revenue R&D approach means adopting a mentality that challenges your current thinking and doing and also opens your mind to additional options that would put you directly in touch with new streams of revenue.

So, what if it's not what you're producing, but how your organization is approaching the acquisition of revenue? What if you could discover and unlock 20% to 100% additional growth through a more planful and insightful approach that leverages what you already do well and incorporates methods that support new innovative approaches?

Through our proprietary **RevenueHemisphere™** discovery process, we explore and analyze 12 methods of revenue generation to draw out strategies, which are qualified and prioritized inside our **ResourceSmart™** filtering tool. This dedicated process stimulates creativity, substantiates best practices, and deploys innovation to build a pragmatic and highly personalized Revenue Acquisition Plan. The plan is aligned to your business model and default sales processes and is broken down into 90-day increments for easy implementation. All action items leverage your resources, products, services, expertise, people, time, money, technology, and intellectual property for the highest revenue gain possible.

Benefits of the RevenueHemisphere™ discovery process:

- A 2009 & 2010 Revenue Acquisition Plan
- Focus is on high-gain activities for revenue growth
- Uncovers new streams of revenue in a depressed economy
- A Revenue R&D model is implemented to achieve repeatable success
- Your "Ideal Customer" is defined in vivid detail
- Resources are utilized for maximum return on assets
- Implementation coaching is anchored to discovery process

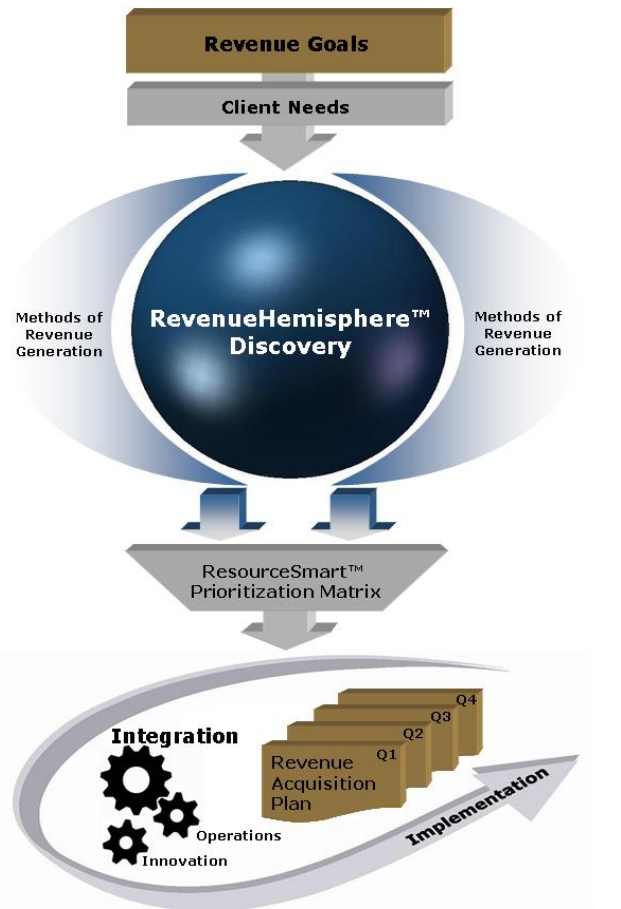
A Revenue R&D mindset and business discipline is necessary to respond to change, and effectively deploy innovation to create new revenue streams.

We have seen breakthrough ideas, experienced flavor-of-the-month initiatives, and witnessed outright stubbornness by owners to adjust to new demands on their business. We have also witnessed a growing acceptance of business leaders to outsource expertise that does not reside inside their organization.

Our revenue acquisition expertise is utilized by a select group of clients to objectively discover and deploy new-and-improved ways of acquiring revenue. This is not for every company; it is for the company whose leaders have recognized that today's methods are not netting the same results and who are willing to embrace the idea of outsourcing to deploy new innovative means to tap into their true revenue potential.

Is Revenue R&D for you? Consider your revenue reality:

1. State your 2008 percentage of revenue growth
2. State your desired revenue growth for 2009
3. State your desired revenue growth for 2010



Now ask yourself these two questions. Can you change nothing given the current economic reality and forecast, and achieve or exceed your desired level of revenue growth over the next two years? And, if you don't take advantage of new market opportunities, then who will?

The marketplace has changed and there are new opportunities available for those who invite innovation. **Remember, chaos and uncertainties are market opportunities for the wise!**

Mike LeMaster

Mike LeMaster
President & Founder
Revenue Advisors, LLC

Telephone: 630.552.0747
ml@revenue-advisors.com
www.revenue-advisors.com

View my LinkedIn profile at: www.linkedin.com/in/revenueadvisor



Mike LeMaster is the President and Founder of Revenue Advisors, LLC and Sales Coaches International, LLC. His companies provide outsourced revenue acquisition expertise that enables their client companies to achieve higher levels of revenue success. Mike's background in economics and 29 years in revenue generation, positions him well to strategize, advise and coach on the ways in which a company can achieve or exceed its true revenue potential.

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