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**Businesses taking R&D approach seeing
more than 30 percent revenue growth**

NAPERVILLE, Ill. (April 28, 2009) – Research and development of products and services has long been a staple of successful organizations. Organizations across industries traditionally have invested from thousands of dollars to billions of dollars researching and developing their next product or service offerings. Now, some organizations are learning to focus a portion of their R&D investment internally, employing a new concept called *Revenue R&D*[™], and the return on this investment is revenue growth up to 30 percent above their previous revenue, even in the midst of the economic downturn.

“Business leaders who will not just survive, but who will succeed, in the current economic climate recognize that their past approaches to revenue growth just won’t sustain them today,” said Mike LeMaster, president and founder of Revenue Advisors, LLC. “In simplest terms, successful businesses will learn to apply the R&D mindset they’ve always had for products and services to how they approach customer acquisition and retention.”

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Revenue R&D – add one

The Revenue R&D approach is a proven method developed by LeMaster, who for nearly 30 years has been an advisor, strategist and coach to business leaders worldwide, and holds a degree in economics. The approach involves an analysis of core areas of revenue generation that uncovers new streams of prospective revenue even in a depressed economy.

“The world as we know it has changed,” said LeMaster. “Those who adjust to the change will survive. Those who leverage it will thrive.”

The RevenueHemisphere™ program, which is part of the Revenue R&D approach, integrates all aspects of operations to build a customized, innovative strategy to acquire revenue.

Revenue Advisors’ clients who have implemented RevenueHemisphere – from professional service organizations, such as CPA firms, to manufacturing companies and professional associations – have enjoyed measurable growth while watching their competition struggle or even disappear under economic pressures.

A custom manufacturing firm working with Revenue Advisors increased its revenue 28 percent and its profit margin 11 percent. LeMaster also has applied his approach to his own company, which has already shown 34 percent growth in Q1 of this year.

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Revenue R&D – add two

“Our experience demonstrates a measurable correlation between organizational behavior and revenue growth,” said LeMaster. “The Revenue R&D process identifies areas in which behaviors can be adjusted to increase revenue, and then we work with our clients to integrate and implement those changes.”

Revenue Advisors provides customized revenue solutions to businesses throughout the United States. It is headquartered in Naperville, Ill., west of Chicago. For more information on the company, programs and approach or to register for a complimentary consultation, visit www.revenue-advisors.com.

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