

Success is a Choice

We believe companies will fall inside three categories over the next few years. But, every business is faced with a choice as it relates to where they land in this mix.



- **UnCompany** - will go out of business because they are unable or unwilling to compete in this economic landscape.
- **Sentimental Company** - will limp along and try to survive. They will hope that the external stimulus package will create a better business environment for their company. They will sentimentally hold onto past success tightly and hope that better times are ahead.
- **Beneficiary Company** - sees this period as an opportunity to set their company apart from the others. They actually will be the direct beneficiaries of the UnCompany and the Sentimental Company. Beneficiary companies will find themselves not just surviving but growing, and finding opportunities that don't even exist today. They will devise self-building internal stimulus packages that have strong foundations and as a

result will be able to exist for years to come.

So the trillion-dollar question is "**How do I achieve Beneficiary Company status?**" Every situation is unique in itself, but we have provided you a **6-step process** that has been derived from actual client success.

First, realize the need to create an **internal economic stimulus** package for your company. Take responsibility for this initiative by bringing the leadership team together to brainstorm on ways to create additional streams of revenue.

Second, identify your **critical client needs** and decide how you can further become a valued business partner to them now. They may not have the luxury of cash flow or reserves to help them weather this storm. Your solution may be the difference that keeps them in the game or takes them to a level of success not previously possible.

Third, assess all potential revenue opportunities against current resource capabilities. Conduct opportunity cost analysis along with your traditional return on investment spreadsheets. Deploying existing resources to accomplish the "**vital few**" vs. the "**trivial many**" activities is critical in this economic climate.

Fourth, integrate new ideas into your current operations. **Innovation** needs to be baked into your current operations in order to have sustainable success. **Accountability** for new actions and results needs to be treated like age-old disciplines inside your business.

Fifth, iterate continuously to bring about the desired results. We have found that **action begets action**. New ideas will evolve over time before they become the mature business disciplines that govern your organization. In some cases, the original idea will be replaced with further innovation that truly cracks the code to higher levels of revenue results.

Sixth, realize that the first five steps are a continuous process and **not just the strategy of choice** for 2009. Our world economy is changing faster than ever before, and your business model needs to embrace this change.

Implementing the steps above will put you in lockstep with a constantly changing business environment.

Creating **Beneficiary Company** status is our goal and mission at Revenue Advisors. Contact us to learn further how we are helping our client companies grow their revenue streams in the midst of economic retraction. Click [HERE](#) to have a Revenue Advisor contact you.

Best regards,

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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.