

Grow Your Revenue by Focusing on Your Customers

- Increase your focus on **Customer-Centricity & CX**
- Find & minimize your internal **friction**
- **Coach** your customer facing teams

Working with RGS

No two companies are alike. Why should you expect what works for one organization to work for yours?

RGS creates bespoke revenue generation strategies that improve your top-line revenue growth. If you're a startup, SMB, or mid-market firm in the tech or manufacturing sectors, we should talk. We enable our B2B and B2B2C clients to focus on three critical areas:

- **Identifying and reducing internal friction** standing in the way of your revenue production and your customer's recognition of value.
- Increasing the level of **customer-centricity** across your entire organization.
- **Coaching** your employees, whether they're in Sales, Marketing, Customer Service, or other customer-facing areas.

Services Offered

- Advising/Consulting on Revenue Generation Strategies & Tactics
- Individual, Team, & Leadership Coaching
- Deal Coaching
- Fractional Executive Services
- Keynotes & Workshops

Flexibility

- Retainer & tier-based advisory pricing to fit most budgets.
- Expanding network of partners to address areas beyond revenue generation.

Questions & Answers

You have questions, and together we'll find the right answers for your company. Here are a few we've heard recently:

- **Finding and retaining customers** is becoming increasingly difficult. Why? How do I address this?
- Everyone in the company is committed to improving our revenue, but they're **operating in silos and creating friction**. How do I identify and minimize that friction and orchestrate their random efforts?
- I'm ready to move to my next revenue milestone. **What do I have to do differently to grow and scale?**
- Customers are increasingly **differentiating** between vendors based on the experiences they have with them. How do we deliver the **CX** our clients are demanding?
- **Artificial intelligence** is exploding, and I feel we're not leveraging it correctly. Are we?
- We're losing business not just to competitors, but to customers who find it difficult to make any purchasing decision at all. Why? How do we address those **"no decision" decisions**?
- Our market and customers are evolving almost daily. How do we stay ahead of the changes in **client behavior**, the **economy**, and **politics**?
- I have too many tools my teams aren't using. How can I increase the **utilization** of my revenue-generation tools and avoid **technical debt**?
- What will my future revenue generation team need to look like, and how will I **find the right talent**?

With 30+ years experience in military, corporate, and revenue leadership roles, Bob offers a unique and effective approach to business issues. Learn more at his LinkedIn profile.



Bob Britton, CEO

