



Revenue Ramp Up™: a proven, no-nonsense sales consulting approach that delivers business results

- Dissatisfied with your sales performance but don't know how to fix it?
- Feel like sales growth is not reaching its full potential?
- Want an independent assessment of your sales function?
- Does your sales leadership need mentoring and coaching?

Approach

- Assess elements that are core to sales: strategy, people, processes, tools

Business—Sales Strategy Alignment	Sales Quota Plan
New Product and Market Penetration	Sales Compensation Plan
Go-to-Market Strategy	Sales Process Definition and Implementation
Sales and Marketing Alignment	Sales Metrics
Sales Strategy and Execution	Sales Channel Strategy—
Sales Organization Structure	Inside, Outside, Partner
Sales Management Disciplines	Sales Coaching
Sales Recruiting, Hiring and Onboarding	Sales Training
Sales Planning: Territory, Account, Opportunity	
- Define initial set of issues that are impacting sales
- Validate issues based on additional input
- Develop priorities to drive improvement
- Partner with the team to execute on priorities

Why engage Revenue Ramp Up? Experience applied to deliver Results

“During the five months in his role as a sales and marketing consultant at i4cp, Mike Andrews served as a catalyst—and played a leadership role—in defining and implementing several strategic, high impact changes. Mike worked closely with me as a strategic advisor. He was a major reason why our last quarter of new business sales was by far the largest in the company's history.”

Kevin Oakes, CEO, i4cp

“Mike has been a phenomenal asset to Intrepid Learning over the last eight months. His rapid assessment of gaps in sales processes and operations helped provide a thoughtful, manageable and effective annual sales plan, which is reaping record sales results. His in-the-trenches experiences help clarify potential tough selling situations and his selflessness make him an asset and, frankly, a joy to be around. The return on value from teaming with Mike has been invaluable, and sales professionals at all levels will benefit from his counsel.”

Darin Hartley, VP of Sales and Business Development, Intrepid Learning

“Mike has an impressive ability to quickly assess the current state of a company and then develop a set of priorities that have a measurable impact... This is evidenced by the fact that the past two of our portfolio companies with whom he worked have both had greater than 2X revenue growth during the twenty-four months after Mike's engagement.”

*Andy Dale
Managing Director
Montlake Capital*

Revenue Ramp Up

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