

# THE REVENUE ACCELERATION PROCESS



*Transform you.  
Transform your business.*

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Company

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Owner/Entrepreneur



# IDENTIFY YOUR REVENUE ACCELERATOR GOALS

## PROFIT FORMULA

- Discover areas in your business where greatest opportunities are
- Simplify your efforts while getting more impact
- \_\_\_\_\_

## LEADS

- Get more people to call or visit your website
- Discover how  $\#leads \times \% \text{ conversion} = \#customers$
- \_\_\_\_\_

## CONVERSIONS

- Improve 2<sup>nd</sup> step of revenue gen
- Get more bang for your buck
- Discover how  $\#leads / \#transactions = \% \text{ conversion rate}$
- \_\_\_\_\_

## TRANSACTIONS

- Discover how to get customers to buy more than once
- Learn how to lower your customer cost
- \_\_\_\_\_

## SALE VALUE

- Implement value triggers through your "Buyer's Journey"
- Discover how  $\#customers \times \# \text{ transactions} \times \text{average sale} = \$ \text{ revenue}$
- \_\_\_\_\_

## PROFIT


- Optimize the 3 ways to maximize your margins
- Discover how  $\$ \text{ revenue} \times \% \text{ profit margin} = \$ \text{ profit}$
- \_\_\_\_\_



# PRIORITIZING YOUR REVENUE ACCELERATION GOALS

Priority	Goal/Description	Target Date
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## WHAT'S IMPORTANT ABOUT SUCCESS TO YOU?



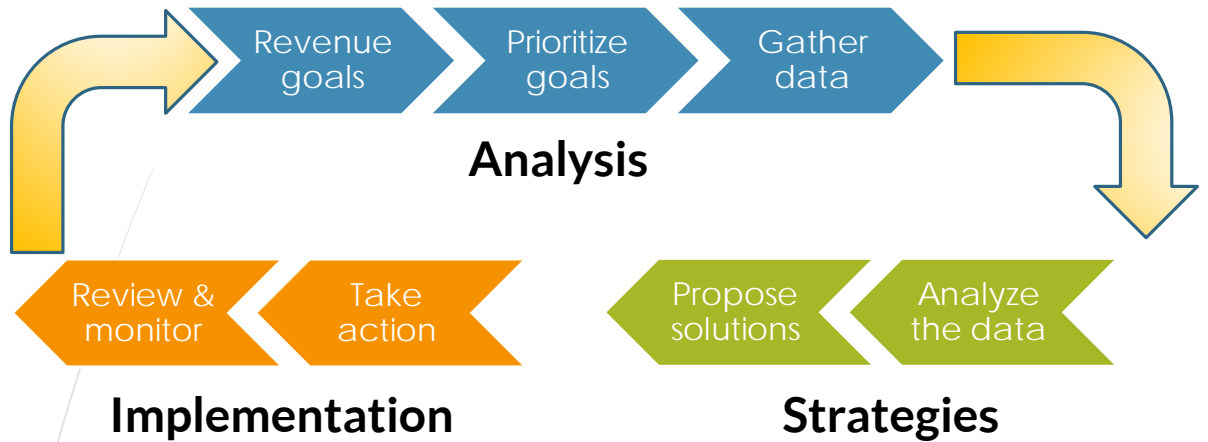
A series of ten white rectangular boxes arranged in two columns of five, resembling a staircase or a path. The boxes are outlined in blue and are positioned to suggest a sequence or progression.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name



# REVENUE ACCELERATION STEPS



## YOU CAN EXPECT YOUR ACCELERATION PLAN TO:

- ✓ Reflect your personal financial situation
- ✓ As close as humanly possible, bring the solutions you would have chosen if you knew what your planner(s) knows
- ✓ Be a blueprint for your future
- ✓ Be flexible and adaptable to your needs and reality
- ✓ Be something you are able to implement

\_\_\_\_\_  
Planner's Name

\_\_\_\_\_  
Client's Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Client's Name

