

REVENUE KICKSTART WORKSHOP

WHO'S IT FOR?

Small and mid-sized companies who want to identify new and better ways to grow their revenue, especially in light of market changes.

WHEN WOULD I NEED THIS SERVICE?

Prior to the start of planning the next fiscal year, when sales and marketing is underperforming, or when better lead generation is needed.

WHY DO A WORKSHOP?

When performance is lagging, it can be difficult for internal resources to identify and implement solutions. Bringing in an experienced third-party removes bias, brings fresh perspective, generates new ideas, and focuses your team on the actions needed to achieve change. It also requires the complete attention of the group and ensures that the process is completed without interruption – providing precise insight and a springboard to next steps.

HOW DOES IT WORK?

We facilitate your group through a proven process to clarify existing performance, competitors, markets, and future potential. We help your team identify specific opportunities for sales and marketing using a structured framework based on years of experience and best practices.

WHAT'S THE PROCESS?

THERE ARE 3 STEPS: **Preparation** | **Workshop** | **Follow Up**

1 Prior to the workshop, Mezzanine will help identify the right participants from your team, confirm the agenda for the workshop, and set expectations for the process and outcomes. We'll provide a short survey to participants in order to gather individual perspectives and insights.

The workshop covers four modules, each using specific tools and methodologies to collect and analyze facts and perspectives:

Current business review – includes review of participant surveys and key findings based on internal perspective and opinion, the “assumed facts”

What's the reality? – SWOT analysis

2 **Gap analysis** – how far apart are the assumptions and reality? What else are we missing?

Closing the revenue, sales and marketing gap and transformation planning – Using the information and discussion from the first three modules, the fourth and most important module of planning can take place. What are the opportunities, how will you leverage them, and what are the next steps to make this transformation a reality?

3 A follow up summary report will be delivered within 48 hours after the workshop to review and summarize the work done in each of the four modules, including next steps and any discussed outcomes. This important workshop summary will become your business planning guide and list of action items.

WHAT'S THE INVESTMENT?

The Revenue Kickstart process, including the workshop, preparation and follow up report, costs \$5,000 for up to 5 participants. This is usually appropriate for a company with \$1M - \$10M revenues. For larger organizations with up to 10 participants, a one-day workshop is \$9,500. The workshop is typically conducted in-person, on-site at the client's location within the GTA.

GET THE FACTS. BUILD AN ACTION PLAN. TRANSFORM YOUR BUSINESS.

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