



## **PRESENTATION TOPICS**

Rick McPartlin, president and co-founder of The Revenue Game, regularly presents to CEO groups and executive forums. Named 2008 TEC Canada "Best US Speaker of the Year," Rick is known for his energetic style and compelling solutions for deep flaws in today's business environment.

Member comments published by TEC Canada: "Awesome!!", "WOW! I know where I stand and where I have to go!", "Very necessary tool for any CEO who is serious about his business."

Rick's presentations include "The Myths and Principles of Revenue Generation" and "The CEO as CRO (Chief Revenue Officer)."

To book Rick for your group or to learn more about The Revenue Game's services, please contact CEO Jane Adamson at (480) 889-8940 or [janeadamson@therevenuegame.com](mailto:janeadamson@therevenuegame.com).

## **THE MYTHS AND PRINCIPLES OF REVENUE GENERATION**

*Formerly "Leadership's Role in 'Revenue Generation'"*

Too many business leaders have fallen prey to the erroneous "myths" of revenue generation that are often perpetuated by their own team members, peers or even the business press. No longer can business afford to be deluded with wishes such as "that next great sales rep will bring in the big account" or "that the new marketing plan will actually work this time."

Rick McPartlin conducts this passionate and energetic presentation that will introduce business leaders to the best practices and principles of revenue generation through the introduction of Stage 5 Revenue Standards. Stage 5 Standards are used to demonstrate how revenue generation moves from being ad hoc, to a results-driven model that can be managed. Business leaders will know exactly where they are in the market, what to do next, and then be confident of the positive results down the road.

As the six sigma revolution brought process and metrics to manufacturing, so too must process and metrics be utilized in revenue generation. Stakeholders must stop accepting the wasted dollars, the lost leads, the empty pipelines, and the disgruntled customers of the past and start demanding, and expecting, better results.

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To discuss a presentation for your group or to learn more about our consulting services, please contact Jane Adamson, CEO, at (480) 889-8940 or

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## **THE CEO AS CRO (CHIEF REVENUE OFFICER)**

CEOs are accountable for profitable "Revenue Generation" even if they are not prepared to actually do it. As long as you have the role of "Chief Revenue Officer", you'd better make it successful. The CEO/CRO challenge is to lead your team so that the revenue result will be *predictable* and *profitable* growth.

Rick McPartlin conducts this passionate and energetic presentation to transform CEOs who don't consider themselves as sales and marketing experts, as well as improve those who do. The two skills required to be a competent CRO are:

1. The ability to understand revenue generation best practices and build a revenue strategy based on them;
2. The ability to lead their team to implement the strategy in a changing market.

This presentation will introduce CEOs to the office of the CRO, show them how to apply revenue generation best practices, and teach them the skills necessary to implement "CRO thinking" in their organization.

Members leave this presentation with a new paradigm on revenue generation that will help them get out of the "sales vs marketing" spiral and align the entire organization around a clear strategy for growth.

### **ABOUT RICK MCPARTLIN 2008 TEC Canada "Best US Speaker of the Year"**

Rick McPartlin has spent the last 20 years focused on his passion of "Revenue Generation" as a science, and is the co-founder of The Revenue Game. His 30 years of sales/marketing experience spans work in Vistage-sized companies as well as corporate giants such as Johnson & Johnson, ATT, Siemens and Sun Microsystems. McPartlin has spoken at numerous professional conferences, spearheaded major product launches, and developed several trademarked sales tools and systems models.