



PRESENTATION TOPICS

Rick McPartlin, president and cofounder 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) 8898940 or 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.

To discuss a presentation for your group or to learn more about our consulting services, please contact Rick McPartlin at (800) 757-8377 or rick.mcpartlin@therevenuegame.com.

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.

YOUR TIME HAS COME - DOMINATE BY THINKING DIFFERENT:

One Hundred and Forty years ago the world of business changed for the first time in 10,000 years. That change one hundred and forty years ago put sellers in charge. Now the internet and social media have flipped the world back and put buyers in charge.

This change gave the selling advantage to Vistage-like companies and disadvantaged the super-sized enterprise. Everything taught in a university and corporate training comes from the myths created in that 140-year period. Those myth-based teachings are wrong for all of history outside of that 140-year period.

Removal of the myths and the change moved market power from large global companies to Vistage-like companies – when they know how to claim the power.

Your Time Has Come exposes the myths from the last 140 years and starts replacing them with Revenue Science™, which introduces the Buyer Back critical elements of Revenue Strategy, Deployment Structure, Aligned Execution and the required Continuous Improvement. This gives Vistage companies the power to take advantage of this power swing.

To discuss a presentation for your group or to learn more about our consulting services, please contact Rick McPartlin at (800) 757-8377 or rick.mcpartlin@therevenuegame.com.

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 cofounder 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.

To discuss a presentation for your group or to learn more about our consulting services, please contact Rick McPartlin at (800) 757-8377 or rick.mcpartlin@therevenuegame.com.