How to survive thrive

Revenue protection in a downturn
This is not another “black swan” deck telling you the sky is falling.
Sure, a lot is out of your control — inflation, markets, war, supply chain, Covid, etc.
But a lot is in your control.
Best in class companies focus on what they can control & come out stronger... thriving.
9% of companies come out of downturns stronger.
How can your company be part of the 9%?
Many companies only have half a strategy.
Many companies over-focus on cost-cutting.
A full strategy requires mastering cost and Revenue.
Because in tough economic times, every drop of Revenue matters.
And no one ever cost-cut their way to greatness.
What’s stopping companies from mastering Revenue?
Up to 50% of employees are revenue-critical.
But the systems they use to run Revenue are three decades old.
That’s crazy!
It’s crazy that there’s no enterprise system to run Revenue.

Purpose-built revenue systems? Nope.
This has created the biggest problem hiding in plain sight.
Revenue Leak.
Revenue Leak is the loss of revenue due to breakdowns in the revenue process.
Revenue Leak Has Material Ramifications

Revenue Leak | Equity Value
---|---
- $1 | - $9.17

Source: NYU Stern Revenue Multiples by Sector
14.9%*

of a company’s revenue is lost due to

Revenue Leak

*Clari Labs, 2022
$2.1T

in economic value is destroyed each year by

Revenue Leak
Solving **Revenue Leak** is the smartest way to bolster your company, and come out stronger.
Revenue Leak → Revenue Precision
Revenue Precision is the full capture of revenue — predictably and repeatedly.
From today’s nightmare*

- Can’t see
  - 14.9% of committed deals are lost

- Can’t control
  - $24B lost to revenue leak

- Can’t predict
  - 60% average forecast accuracy

* According to a Clari Labs survey in May of 2022 across 2,000+ companies in various industries
To tomorrow’s dream*

Win more
- 24%+ improvement in win rates

Retain more
- 39%+ increase in revenue capture

Predict more
- 96%+ forecast accuracy in week 2

*According to a Clari Labs survey in May of 2022 across 2,000+ companies in various industries
To go from Revenue Leak to Revenue Precision, requires a strategy of...
RevCG

Revenue Collaboration & Governance
RevCG

Purpose-built to run Revenue.
Collaboration
How you run Revenue

&

Governance
How you control Revenue
RevCG is the strategy to protect Revenue in a downturn
RevCG activates all revenue-critical employees.
RevCG runs Revenue like a process.
RevCG is how you emerge from the downturn stronger.

Thriving.
RevCG answers the most important question in business.
“Are you going to meet, beat or miss on Revenue?”