

The logo for Retule, featuring a stylized 'r' inside a circle followed by the word 'etule' in a lowercase sans-serif font. A green line is visible on the left side of the slide, pointing towards the logo.

retule

RETULE

INFORMATIONAL

DECK 2.0

TOC



Overview



Sales Growth Challenges & Traditional Methods



The Retule Solution



Team

OVERVIEW



WHAT IS RETULE?

An integrated, production based growth services firm based in NYC specializing in the successful development of new sales markets for companies in the technology sector.

Retule Expertise = (1) bringing new tech products to market and (2) selling existing products/services in new markets.



HOW IT WORKS

Combine proprietary methodologies and 40+ years of combined enterprise sales & marketing experience with incentivized partnership structures to deliver high levels of sales growth and ROI.

We identify tech companies with high growth potential and look to partner with those seeking a more sophisticated, scientific approach to sales development.



**SALES GROWTH
CHALLENGES &
TRADITIONAL METHODS**

PRIMARY SALES GROWTH CHALLENGES

Facing Young Tech Companies



TIME (\$)

All startups are time bound by funding levels and operating costs

Executives/Founders at Startups are often saddled with initial sales responsibilities



EXPERTISE/ RESOURCES

Rarely do young tech companies have resources with experience building effective, sustainable sales processes

By no surprise the skills gap in the US is staggering, startups do not have the runway to hire, train and manage sales personnel

TRADITIONAL GROWTH METHODS

DO I **BUILD** OR DO I **BUY**?

BUILD

METHODS

Reallocate Existing Resources

Hire New Resources

Do it Yourself (Founder/CEO)

CHALLENGES & INEFFICIENCIES

Fractured Solutions

Lack of Domain Expertise

Loss of Control

Level of Focus/ Lack of urgency

TRADITIONAL GROWTH METHODS

TO BUILD OR BUY?

BUY

METHODS

Fractional CRO
Offshore Outsourcing
Specialized Trainer
Consultant

CHALLENGES & INEFFICIENCIES

Fractured Solutions
Lack of Domain Expertise
Loss of Control
Level of Focus/ Lack of urgency



WHY WE EXIST  **THE RETULE SOLUTION**



THE RETULE APPROACH

EXPERTISE

INCENTIVE

Scientific/Data Driven



C-Level (30+ Years) Experience
Developing + Executing Sales
Growth Processes



Performance Weighted
Partnerships

RETULE

=

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RETURN

RETULE SERVICES & DELIVERABLES

CORE SERVICES

1. GTM Strategy + Execution Management
2. Outbound Sales Activity Suite
3. Market Identification, Segmentation, & Acquisition
4. Inbound Sales Optimization

CORE DELIVERABLES

- Reduced Sales Cycle Durations
- Enterprise Level Opportunities
- Lowered Cost Per Sale Ratio
- Symbiotic Sales & Marketing Outreach
- Market Beating Sales Funnel Conversion Rates

THE RETULE METHODOLOGY

CORE METHODS

- Quick Start Discovery Framework
- Continuous Data Learning System
- Acquisition & Conversion Optimization
- Top Down Sales Approach
- 100% In House Activities Execution

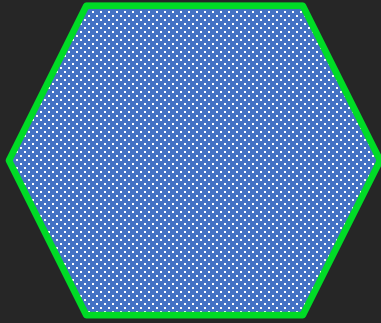
THE RETULE SERVICE vs. TRADITIONAL METHODS

	GTM STRATEGY + EXECUTION MANAGEMENT	OUTBOUND SALES ACTIVITIES	NEW MARKET DEVELOPMENT	ADVISORY	SALES + MARKETING	GENERATE TANGIBLE SALES (\$)
RETULE	✓	✓	✓	✓	✓	✓
OFFSHORE	✗	✓	✓	✗	✗	✗
FRACTIONAL CRO	✗	✗	✗	✓	✗	✗
SPECIALIZED TRAINER	✗	✗	✗	✗	✗	✗
TRADITIONAL CONSULTANT	✗	✗	✗	✓	✗	✗



ABOUT THE TEAM  **PRINCIPLES**





RUSS GENEST

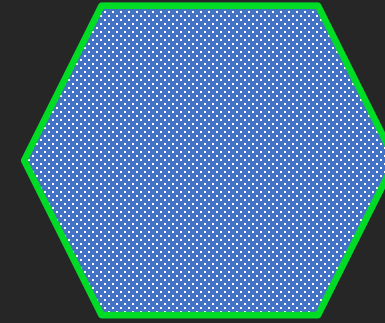
HEAD OF SALES

Sr. Leadership Roles @ Oracle and various SaaS startups

Experienced in AEC, WFM, Content Management, etc.

Extensive experience building & managing new sales teams
ranging from 15 to 55 employees

Lead series (10+) of sales & marketing divisional
turnarounds



THE TEAM

SALES & MARKETING PROFESSIONALS

46 Years of Sales & Marketing, Growth, & Analytics Experience

Worked for enterprise software companies like Oracle, Ceros, Kronos

Built Scalable Sales and Marketing organization with a focus
in technology and professional services built for the enterprise.

Experienced in technology sectors include: Real Estate, Digital Experience,
MarTech, Digital Publishing, Digital Content, WFM, etc.



Retule

THANK YOU