

## Brian Dunkel Consulting & Coaching

### 5-Step Approach to Revenue Growth From The Top-Down

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Sequence	Step	Focus of Step	Importance Of Step	Outcome and Benefit to Client
1	<b>Organization of Value and High-Valuation</b>	Confirm the business is operating from a solid foundation, including the business/revenue model, org chart, financials, strategies, branding/marketing, and sales processes.	Growing revenue is a superficial endeavor if the business is not functional in all aspects and able to sustain and scale growth.	There is a direct emotional and financial benefit (certainty, confidence, and optimism) to this crucial step as having the security of a well-run, appreciating business (equity) permeates throughout all communications and operations.
2	<b>Culture of Influence and Leadership</b>	Assess leadership capacity to identify areas of strength, vulnerability, and opportunity for improvement (SWOT). Then we go to work filling in leadership gaps (learnable skills and acquirable traits).	If you grow sales leadership, then you grow revenue. This is possible by increasing the capacity of all to solve problems, thus creating more monetizable value.	The organization is functioning at a higher mental and emotional state with a sense of agreement, unity, trust, and with a service-based attitude and mindset. This sense of alignment and accordance transfers outside the organization to customers and the community of which it serves directly (and indirectly).
3	<b>Sales Strategy and Execution</b>	Assess the starting point (present), determine a destination and direction (future), plan the course, and get moving (execute) based on priority and urgency.	The business cannot afford to wander and end up in Never Never Land. Get clear, get focused, get direction, and get going in the right direction.	The organization is operating from a place of clarity, focus, and direction when a customer-centric strategy is in place and execution efforts are aligned with purpose and priority. An added benefit is that the business will be earning revenue <i>because</i> of its focused actions, not luckily making money in spite of itself.
4	<b>Sales Operations &amp; Management</b>	Create a simple system of tactics and tools to produce, guide, support, and monitor sales execution efforts.	One must embark on a journey of growth properly outfitted with the right knowledge-base and tools to make the trek. Otherwise, one will get lost very quickly.	The sales team is operating with precision, having the structure and certainty of a well-functioning management system. The team is armed with the proper tools, best-practices, metrics, and processes to drive and monitor every aspect of the sales team's efforts, not wasting time, effort, money, and opportunities.
5	<b>Sales Process and Sales Training</b>	Obtain and share the best-practices of business development (prospecting, lead generation), selling and why/how people buy, and personal and professional development through a system of learning and teaching on a frequent, recurring basis. The concept utilized is "train the trainer and the trainer teaches others".	All sales professionals, including executives, managers, and reps, must be constantly improving their craft and themselves in order to effectively stay ahead of the completion and win. Sales managers must be charged with providing recurring training to stay fresh and on point.	The sales team possesses a structured framework to grow and evolve, constantly learning, teaching, evaluating, and empowering themselves to further expand in both size and ability. Having a system of acquiring and sharing knowledge, wisdom, and experience can be best explained with a metaphor of the sales athletic team who plays, trains, and coaches at a top-performing, professional level.