

# QUALITY OF REVENUE™

The Quality of Revenue assessment is a turnkey model that investors, CEOs, and management teams can leverage to better allocate growth resources, make more profitable growth investments, take intelligent risks, and create a common purpose across revenue teams.

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## Quality of Revenue At A Glance

The Quality of Revenue framework offers a lens through which CEOs, and management teams can examine the robustness of a company's revenue capabilities.

- The robustness of the core functional capabilities in marketing, product, and revenue cycle management.
- The strength of growth leadership and the growth strategy, planning process, and culture they have instilled
- The maturity of core operational capabilities in pricing, analytics, performance measurement, and customer experience management.
- The alignment of the commercial teams, systems, processes and operations that support the full revenue cycle across people, product, process, and technology

## Accelerate Revenue Operations Alignment

### Realize Latent Revenue

Gain a holistic view of a company's latent revenue potential by assessing the levers that are causal to revenue growth.

### Diagnose Underperformance

Understand, quantify, and prioritize the root causes of issues related to revenue underperformance.

### Get RevOps Alignment

Get a blueprint for knitting together the systems, processes, and operations that support revenue growth and align teams.

## TYPICAL COMPANY PROFILE

- Privately-held company
- \$2-\$250M in Revenue
- Desire to maximize equity value
- Operationally focused
- B2B business model
  - Vertical Expertise
  - Software
  - Professional Services
  - Business Services



Our company had three consecutive quarters of underperformance. After doing a Quality of Revenue assessment, we identified weak spots, realigned our team, and streamlined decision-making. We're now more confident in our growth capabilities than ever before.

**CEO**

Mid-market Tech Company