

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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Accelerate Your Firm's Value Creation Strategy

Quality of Revenue equips investment teams with the data and insights needed to make informed strategic decisions, optimize operations, and align investments toward sustainable revenue growth.

For New Investments

For new investment opportunities, Quality of Revenue offers a lens through which investors can examine the robustness of a company's revenue capabilities—assessing factors such as customer management, sales effectiveness, and the scalability of business models. This holistic analysis provides a strategic roadmap for identifying and implementing operational improvements that drive defensible growth.

For Existing Portfolio Companies

For existing portfolio companies, Quality of Revenue provides CEOs and management teams with a performance improvement blueprint for knitting together the systems, processes, and operations that support revenue growth in ways that generate scalable, predictable, and consistent growth. This approach equips investment teams with the data and insights to make informed strategic decisions, optimize operations, and align investments toward sustainable revenue growth.

- **Enhance Due Diligence** by providing deeper insights into a company's operational dynamics, often overlooked by Quality of Earnings (QoE) analysis.
- **Perform Post Closing** to help investors and management in identifying and agreeing on the fundamental challenges facing the business.
- **Do a portfolio scan** of companies not meeting growth expectations, QoR serves as an essential diagnostic tool, pinpointing the underlying reasons for underperformance.
- **For add-on acquisitions**, a QoR can help evaluate the compatibility and integration potential of the company in question.
- **For preparing for a sale**, a QoR can help enhance revenue generation quality, confirm operational alignment, and maximize asset value.



By embedding insights from Quality of Revenue into our current processes we can optimize the operations of portfolio companies which has allowed us to do better planning, fix broken operating models, and provide a stronger path to execution.

Managing Partner

Mid-market PE Firm