

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 investors, 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

A Sell-Side Quality of Revenue Helps Companies Realize More Value

Maximize Sale Value

Strengthen asset value by enhancing revenue quality and operational alignment.

Identify Potential Issues

Signal that you already have the financial and operational house in order.

Proactive Preparation

Show that you are well-informed, organized, and prepared for a transaction.

Tell a Compelling Story

Optimize operational growth process to tell a more complete story to buyers.

TYPICAL COMPANY PROFILE

- Privately-held company
- \$5-\$50M in EBITDA
- Desire to maximize equity value
- Operationally focused
- B2B business model
 - Vertical Expertise
 - Software
 - Professional Services
 - Business Services



By recommending QoR to our sell side clients that are not quite ready to go to market, we can help them better prepare and give them a path to achieving their target equity valuation.

Managing Director

Mid-market Investment Bank