

THE 4P'S TO REVENUE GROWTH

People, Promotion,
Processes & Presence



The surest way for an organization to increase and sustain revenues is to attract, recruit and retain the best talent (**People**) that can conceive and create the right sales and marketing strategies (**Promotion**). Once the strategies are in place, create processes and equip team(s) to execute them (**Process**). Once all these are in place and operating successfully, the right culture (**Presence**) must exist to keep it all together.

THE RIGHT PEOPLE

Hiring the right people the first time around is critical. They're not only the most valuable asset but, in most cases, the greatest cost. The primary cause of employee turnover today is not poor job performance, rather it is poor employee recruiting processes and selection criteria.



STAT: 46% OF NEW HIRES FAIL VS. 19% WHO ACHIEVE SUCCESS.

PROMOTION

Creating and aligning sales and marketing strategies is critical to promoting products/services.

Consider:

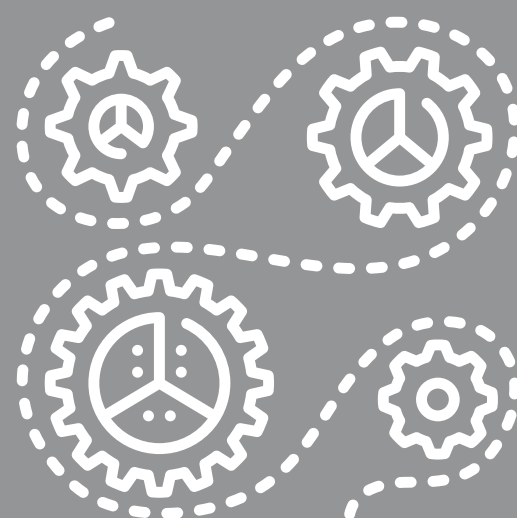
- Target Markets
- Competition
- Distribution Channels
- Strategic Partners
- Product-Service Positioning/Pricing
- Inbound & Outbound Marketing
- Direct & Indirect Selling
- Closed-End Analytics & Reporting



PROCESSES

Establishing, executing and measuring "aligned" sales and marketing processes are required to achieve revenue growth.

The cost to find and embed your industry's functional best practices into your organization's processes and culture is not cheap. It takes time, money and discipline, but it's a small price to pay for an organization and their people to perform at a high level.



PRESENCE

The right culture, or PRESENCE, keeps everything together. Creating and sustaining a positive culture within sales and marketing will establish an environment that people are drawn to.

The four relationship types between departments are:

- Unclear
- Clear
- Aligned
- United

For more information on the 4P's as the levers to revenue growth, download our e-book [here](#) or visit our [website](#).

At Value Based, we're focused on maximizing the sales and marketing functions of your organization. When both departments function as one they're more likely to achieve your revenue goals. It's the optimization and synergy of these 4P's within your sales and marketing departments that will make the difference.