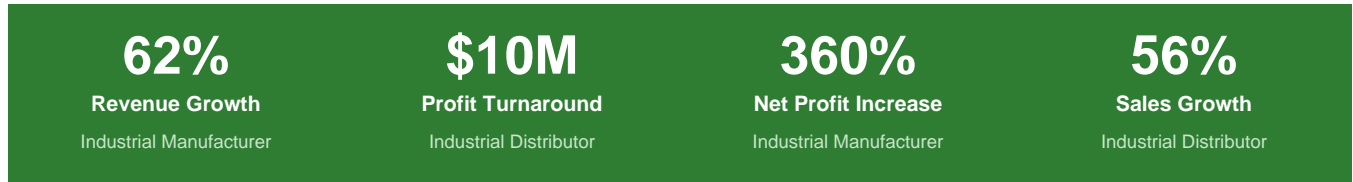


Is your sales effort as **focused** and **effective** as it could be?

GENREV!™ helps industrial B2B manufacturing and distribution companies make it so, strengthening forecasting, aligning the sales effort, and building the structure that drives profitable revenue growth.



WHO IS GENREV!™?

Founded by **Chuck Kitchen**, GENREV!™ brings nearly four decades of commercial leadership to industrial B2B manufacturers and distributors. Experience spans more than two dozen sectors, from general manufacturing and distribution to aerospace, defense, and regulated industries, across all organizational levels and disciplines. Available on a fractional, interim, or project basis, without the commitment of a full-time hire.

GENREV!™ ADDRESSES THESE PAIN POINTS

- Revenue and Margin Management
- Forecasting Reliability
- Growth Strategy Development
- Profitability Monitoring
- Cross-Functional Alignment
- Data to Action
- Process Discipline
- Commercial Structure

HOW GENREV!™ DOES IT, AND WHAT MAKES IT DIFFERENT

GENREV!™ works alongside leadership and the sales team from day one, listening before acting. Understanding the current state, identifying the gaps, and building the structure, accountability, and visibility that makes results repeatable and sustainable. The GENREV!™ differences include:

Three Things, Not One

A commercial leader, a proven Sales Resource Management (SRM) process, and a purpose-built platform. Most bring one. GENREV!™ brings all three.

Built From Doing

Nearly four decades inside manufacturers and distributors, from carrying the bag to full P&L. Built from experience, not observation.

The Work Stays

When the work is done, the process and the disciplines remain. The organization keeps what was built.

Not Sure? Want unbiased insight or validation about your sales organization?



Try the GENREV!™ Sales Health Index™

A private, structured assessment. No pressure, no judgment, no sales pitch. Answer based on current reality, not where you would like to be.

✓ Free ✓ Confidential ✓ 5-7 Minutes

Take the assessment at genrev.co

[Start a Free, Neutral Conversation](#)