

Sales does not stand alone.

It connects forecast to finance, strategy to operations, and effort to outcome.

When sales lacks structure, the whole business feels it.

Sales forecast varies and you continue to adjust. Is the issue structural?

Revenue is up, but net of inflation and lost accounts, is real growth flat?

Do sales and operations share the same view, or is everyone on a different page?

Which customers are actually profitable? Most organizations underestimate the answer.

Without a disciplined process, results are random. Is your growth built on structure?

If your organization struggles with any of these, perhaps GENREV![™] can help.

GO FROM THIS



Each function operating on its own.

TO THIS



Cross-functional dialogue · Shared visibility

Before we talk, take the free Sales Health Index[™]. Five minutes.

Your responses go only to Chuck. A useful starting point for any conversation.

genrev.co/shi

Results Using the GENREV![™] Process

62%

Revenue Growth

\$10M

Profit Turnaround

360%

Net Profit Increase

56%

Sales Growth

Not a checklist. Not a handoff.

Sales Resource Management: Structure, confidence, and a sustainable framework for profitable growth.