



An introduction to
REVENUE

shirlaws
Love Enterprise

Introduction

Purpose of this document

This document provides an introduction to the concept of the Shirlaws Revenue Framework.

What is the Revenue framework about?

Context – money which is energy

The purpose of the Revenue framework is to identify where the blocks may be occurring within the business' revenue generating cycle.

Content

The Revenue framework is a detailed contextual tool which can assist businesses to analyse each step associated with generating revenue and profitability for the business.

Commercial and Cultural Outcomes

Whenever a Shirlaws framework is implemented within a client's business, it is necessary to identify, quantify and qualify the **commercial** and **cultural** outcomes of that implementation process.

In this context, commercial outcomes are those that can be quantified by numbers, the facts, figures – the hard side of business.

Cultural outcomes are based on the softer side of the business, i.e. feelings, emotions, behaviours.

Some examples of commercial and cultural outcomes from implementing Revenue in a business may include:

- Improved profitability
- Clarity and alignment of business focus
- Clarity on who are their customers (market); their product, their service standards and their pricing – and why they are choosing these positions
- Pre-sold clients coming through a referral base
- Increased sales
- Decreased cost of sales
- Management of capacity (i.e. resources) throughout the business
- Customer satisfaction

Example questions that a client could be asked:

- What do you do as a business?
- What makes you different from your competitors?
- How well do you source and convert sales?
- How do you keep your customers loyal and happy?

L1 Concept

What is Concept?

The **Concept** layer refers to the vision and ideas generated. It is the process of introducing an overview – the **why**.

What does the Revenue Concept look like to the client?

- A Red Blue Black drawing with some additional steps included in the Black, and reference to Capacity and Functionality in the factory.

What does Revenue concept feel like to the client?

- It provides the realisation that it's not just the sales process, skills or pricing that can affect revenue, and highlights that Positioning and Distribution are the source of all revenue activity.

What blocks the client from moving to the next layer?

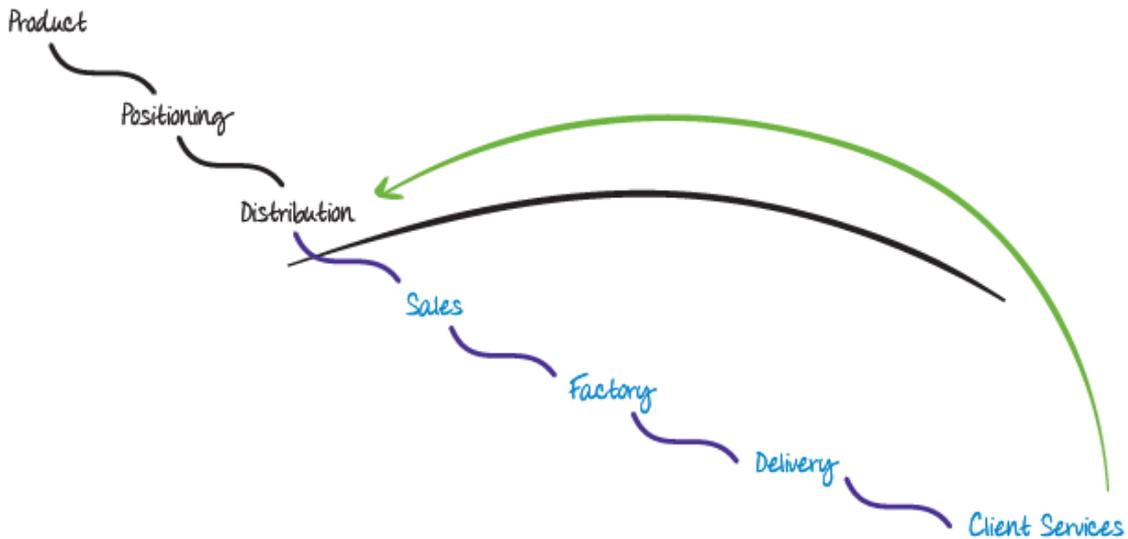
- The client may be thinking that "my business is different". At times in the early phase of introducing a framework to a client, they may struggle with being able to see the relevance to their business. Patience is required – sometimes seems too theoretical.

What expectations need to be set with the client?

- The Revenue framework provides a way to look objectively at their entire cash flow generating activities – without judgment – just realisation.

What does the Revenue Framework look like?

The following is a depiction of the core diagram for the Revenue Framework.



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