



KEYROAD ENTERPRISES, LLC (KRE)
Plan for, Accelerate, Manage Revenue Growth

INTRODUCTION:

KeyRoad Enterprises, LLC (KRE) helps companies and their senior executives plan for, accelerate, and manage their revenue growth.

KRE incorporates many proven methodologies like CustomerCentric Selling® (CCS), the Giraffe Planning Process (Giraffe), and other best practices including its own intellectual properties and processes. KRE target audiences are CEO, COO, VP sales, and VP marketing in mid-size companies, private or public, with revenue between \$5 million to \$500 million (extended to \$1 billion on the growth planning side), in all industries.

KeyRoad Planning services result in the delivery of a three-year forward looking growth plan with tactical project plans for effective operational implementation.

KeyRoad Training services result in the delivery and implementation of repeatable and measureable sales processes (methodology, messaging, training, and adoption support). KRE clients have achieved significant results from shortening their sales cycle by 35%, increase their pipeline accuracy by 65%, to increase the number of sales professionals meeting or exceeding their quota by 50%, and closing business that became dormant for over 180 days.

KeyRoad Managing services support business owners and entrepreneurs in building significant value within their business. By acting as their business advisers KRE help these business owners throughout their professional life cycles.

BACKGROUND:

KeyRoad was created in 2002. Its founder has been working in the high tech industry for over 30 years, in international and domestic sales with companies such as Daisy Systems, Sun Microsystems, Onlink Technologies, and OnDemand Inc. With offices in Chicago IL, San Francisco CA, and Paris France, KRE can bring up to 40 coaches, instructors, or consultants to work with its client base.

CHALLENGES CUSTOMERS FACE:

Customers we work with want to do:

Growth Planning

- ⇒ Understand what is their client promise for the next three years and how to deliver it.
- ⇒ Align its entire management team and the rest of the company to delivery in this customer promise.
- ⇒ Develop tactical operational plans in support of their strategic growth plan.

Sales Training

- ⇒ Establish a sales engagement framework, processes, and an improved revenue generation engine.
- ⇒ Improve pipeline and forecast processes
- ⇒ Generate more revenue

Managing Growth

- ⇒ Organizational structure
- ⇒ Finance engineering
- ⇒ Overall business growth management

KEYROAD DELIVERABLES:

KRE delivers its services through workshops, projects-based initiatives, and consulting engagements.
<http://www.keyroad.com/keyroad-services>

These have resulted in a more effective growth strategy, in greater revenue, shorter sales cycles, lower cost of sales and customer support, consistent delivery of corporate messages to prospects, more accurate forecast and pipeline information, stronger alignment between marketing and sales, and increased productivity, predictability, and profitability. Examples of success stories can be found at <http://keyroad.com/success.html>

To learn more about how KeyRoad Enterprises has helped organizations achieve similar goals, please contact:

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