



REVENUE GROWTH. NOW.



Revenue Growth Management Consultants
alexandergroup.com



Revenue Leaders, Meet Alexander Group.

Global experience, actionable insights and proven methodologies to help you build successful sales, marketing and service organizations in today's dynamic environment.

A wide-angle photograph of the Grand Canyon, showing layered rock formations and a deep valley under a blue sky with scattered clouds. The canyon's edges are rugged and rocky, with some sparse vegetation on the rim.

Challenges and Opportunities

The rules of revenue leadership have changed. Digital technology is accelerating the pace of business. Companies are challenged to invest in new revenue models while maximizing short-term performance. Customers have the power of information and dictate the rules of engagement. Organizations struggle to execute go-to-customer strategies that deliver a seamless experience across functions. New skills are critical, but the demand for talent is intensely competitive and costly.

Like most revenue-focused executives, you need to make this year's number, prepare for next year and lay the groundwork for the future. You require insights and benchmarks to assess performance and inform your decisions. You need to equip your sales, marketing and service organizations to deliver measurable value in a way that will differentiate your products and services, command a premium, and deliver profitable, sustainable revenue growth.

Your peers are struggling with the same issues, not only within your line of business, but across industries. They seek solutions to navigate today's dynamic landscape and successfully take control of the revenue engine. They want growth management experts who are client-focused, revenue-centric and results-oriented. That's why they turn to Alexander Group.



“The digital transformation has dramatically affected our business in how we enable our customer-facing sales force as well as how we connect with our customers.”

– GREG NESBITT,
VP, Global High Frequency, FUJIFILM VisualSonics, Inc.



Revenue Growth Leadership

Alexander Group partners with you to build the right revenue vision, transform your organization and deliver results.

With unparalleled domain expertise, deep industry knowledge and data-driven insights our experts help you:

1 Identify the size of the prize.

Quantify and gain insight into your true growth potential. Identify the right revenue segments to convert new customers, retain current business and expand mutually beneficial relationships.

2 Differentiate from the competition.

Meet today's 24x7 buyers how, when and where they want in order to generate increased awareness of your solutions. Deliver outcome-based insights to de-risk the assessment phase. Ensure meaningful adoption of your solution to establish customer realization on the value they demand.

3 Align resources.

Break down the silos to work across functions and get the most out of your limited resources. Improve sales ROI with the right digital investments, roles, coverage model and rules of engagement.

4 Attract, enable, retain talent.

Build a destination organization for new hires with the right culture, onboarding programs and development. Create organizational strength with sales compensation, coaching and performance management programs tuned to your strategy and aligned with corporate objectives.



“The Alexander Group is a trusted advisor always willing to lend a helping hand. They are experts in the field, always available to us, and bring expertise unlike any other in the industry.”

– MOHAMMAD NAVID

Group VP, Sales, Delta Dental of CA

Go-to-Customer Solutions

Customized, actionable solutions ensure you are getting high impact and practical advice to design and implement the right go-to-customer approach for your business. We'll work with you all the way from strategic planning through tactical execution.

At the heart of our work is the Revenue Growth Model™, a proven methodology for increasing revenue through:

- **STRATEGY** – Identify and prioritize revenue segments. Define the right acquisition, growth and retention actions. From understanding the needs of the 24x7 customer to building a digital background, Alexander Group helps you operationalize the potential for real revenue growth.
- **STRUCTURE** – Bridge the structural walls and establish the right roles, coverage approach and resource levels. Alexander Group helps you align marketing, sales and services teams to maximize productivity and ROI.
- **MANAGEMENT** – The revenue leadership equation has changed. Build the skills, capabilities, programs and measurement processes that bring your growth strategy to life. Alexander Group helps you design, implement and manage for continuous improvement and success.



We roll up our sleeves to work alongside your team, developing and implementing programs to drive the best ROI, whether fine-tuning your sales force or radically overhauling your entire go-to-customer model.

Alexander Group = RESULTS



Pinpoint underserved opportunities



Speed up transformation efforts



Increase team performance



Optimize existing revenue & future growth opportunities



“The Alexander Group can help you build business models and attract talent and understand exactly how to be effective in this dynamic environment.”

– BRUCE DAHLGREN
CEO, Xpress Retail, Trivest Partners

Deep Industry Expertise

Alexander Group provides revenue growth management consulting services to the world's leading marketing, sales and service organizations.

Our 3000+ clients range from large global companies to smaller growth-oriented firms. We bring a highly sophisticated set of best practices to grow revenue and maximize the return on your revenue investments.

A rich repository of unique cross-industry and industry-specific data informs all of our recommendations. Our teams deliver in-depth, specialized insights based on years of consulting and operational experience in dedicated industry practices that include:



Business Services

Rethink your GTM model



Manufacturing

Execute technology-driven sales transformation



Distribution

Adapt to changing models



Media Ad Sales

Focus on opportunities for growth



Healthcare

Grow through commercial excellence



Private Equity

Optimize portfolio company value



Life Sciences and Analytical Instruments

Re-think your sales strategy



Technology

Drive growth with multiple sales motions



Our Clients

C-Suite:

It's your job to stay ahead of industry trends and market pressures. It's our job to help you predict how your sales, marketing and service organizations need to respond and make sure they're ready.

Sales and Marketing Leadership:

Your entire organization needs to work in concert to attract new customers and build the loyalty required to retain them. Alexander Group helps you bring marketing, sales and service together to build long-term relationships.

Sales/Commercial Operations:

Bringing a strategic vision to reality—where the rubber meets the road. Alexander Group helps you make the right choices for your unique situation.

HR/Sales Compensation:


Create growth-oriented programs that have an impact. Use a proven approach to new-hire onboarding, competency development and sales compensation design.



“We want a sales force that is customer obsessed and driven by data. We live in the age of the customer.”

– CATE GUTOWSKI

Worldwide Head of Sales Enablement, Amazon Web Services



Actionable Research and Benchmarks

It's easier to accept risk and initiate change when armed with the knowledge of how companies are winning today and will continue to win moving forward. Alexander Group provides practical, relevant research you can trust—with data that leads to improved decision making and planning.

Some insights are derived from our project work—the thousands of data points on sales utilization, resource allocation and revenue growth that feed our benchmarking database.

The rest is from our ongoing research opportunities that increase our collective knowledge on revenue growth and best practices:

- General practice and executive pulse surveys
- Industry trends, strategies and benchmarking studies
- Executive interviews
- Roundtable discussions
- Advisory councils
- Custom client studies



At Alexander Group, we base our opinions on proven methodologies, experience and facts.

Connections That Make a Difference

Alexander Group actively connects leaders both within and across industries who share similar challenges, issues and experiences in managing revenue growth.

Intimate small group settings and larger scale events provide exclusive access to the latest ideas, insights and models needed to create high-performance revenue organizations.

Organized around our Annual Leadership Series, peer-level attendees, highly regarded speakers, executive panelists and revenue growth experts from Alexander Group come together to explore today's most important revenue topics—from big-picture strategy to hands-on execution.



Forums: Exclusive, executive-only annual events where revenue-focused leaders come to hear about go-to-customer strategy, sales/commercial operations and sales/marketing/customer success management.



Symposiums: Topic-focused one-day events that combine Alexander Group research with deep insights from leading practitioners.



Roundtables: Engaging issue and topic-focused discussions for senior revenue, sales/marketing/customer success and sales/commercial operations leaders held in-person or virtually.



Webinars: Virtual events covering revenue and sales-centric topics for executives, sales, marketing, sales compensation/commercial operations and HR/compensation leaders.



Summits: Customized, half-day sessions designed for 10–12 senior executives to discuss specific, contemporary issues and key imperatives. Attendance is by invitation only.

Let's Talk

Alexander Group is ready to help you generate next-level revenue growth in a way that makes sense for you and your business:

- Schedule time with one of our industry experts to discuss your specific needs or questions
- Visit our website to learn more about the firm and to access thousands of insight-driven articles, videos, ebooks and white papers
- Participate in one of our research opportunities or schedule a complimentary briefing
- Attend our Leadership Series events
- Sign up for our weekly insights newsletter

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