



Virtual Chief Revenue Officer
Your expert guide to Intentional Revenue Growth

Welcome to V-CRO

What is V-CRO?

As your Virtual Chief Revenue Officer, V-CRO gives you all the knowledge, tools, tips and guidance you need for the design, implementation, tracking and control of a sustainable Intentional Revenue Growth (IRG) plan, just as it would be developed and overseen by a staff CRO - but at a tiny fraction of the cost.



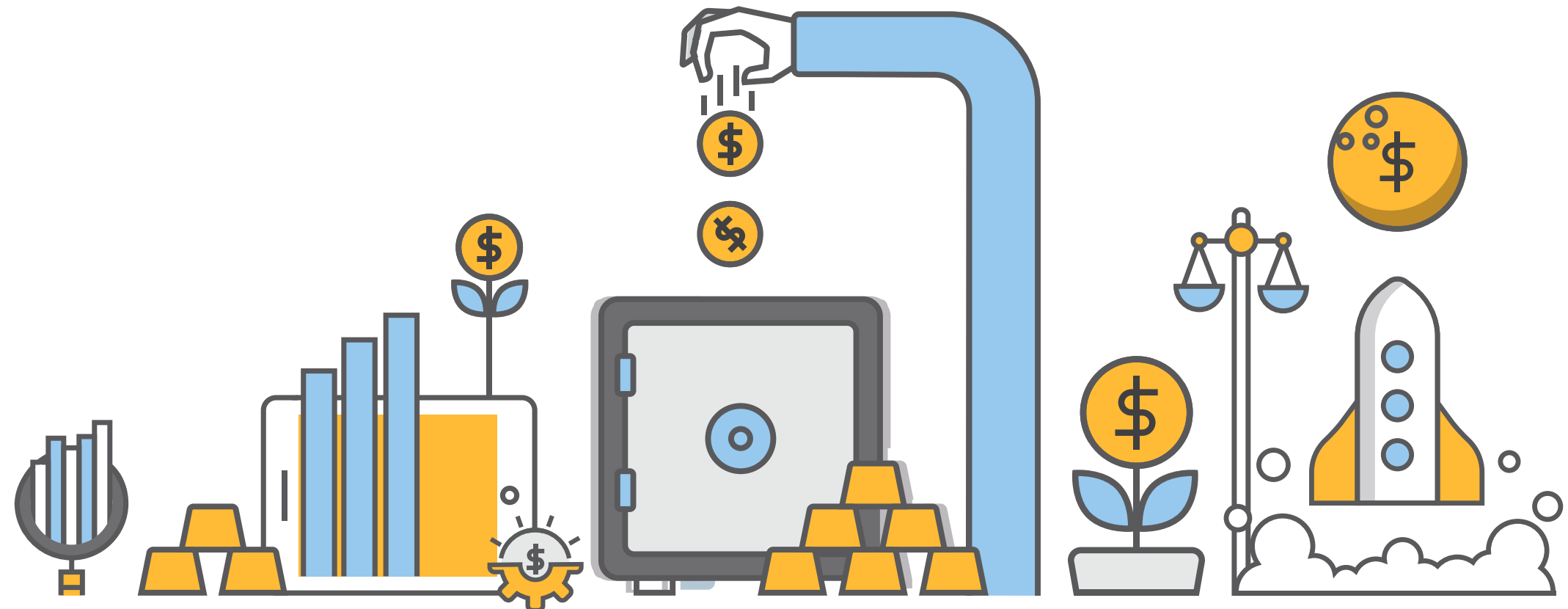
What is IRG?

IRG is Intentional Revenue Growth, V-CRO's foundational principle.

We define it as: **The design and implementation of a strategic plan to reach a precise revenue goal in a specified period of time.**

We believe every company can benefit from applying Intentional Revenue Growth practices to its business plan.

Tell me more about IRG



What's virtual?

We believe the future of business — including revenue growth — will rely on as-needed / when-needed services. So we offer our CRO expertise, tools, tips, workshops, and on-going support on an ad hoc, “virtual” basis, without a costly staff executive or expensive consulting contracts.

What's unique?

Other revenue-building services concentrate almost entirely on sales or marketing tactics. With V-CRO's proprietary, 5-step ACITA™ plan, you will create realistic revenue goals and a well thought-out strategy for reaching them. Then, our tools and services help you follow your own, customized roadmap to success.

What's the cost?

We offer webinars, workshops, downloadable tips and tools, and a variety of support services. Many are free and others are fee-based. You can select what you need, as you need it, based on your time and budget. (Watch this space for the full roll-out of V-CRO tools and services in Spring 2018).



Is V-CRO right for me?

We focus our efforts on people who are directly responsible for revenue growth in their companies. The V-CRO arsenal of proprietary tools and services can improve the efficiency and profitability of any business. Certain people and companies are particularly well suited for V-CRO's products and services, such as...



- A **small to mid-size business**
- A **solopreneur** or **entrepreneur**
- A **mid-size business unit in a large enterprise**, if responsible for its own revenue growth
- A **funded start-up**, if well into development and producing revenue
- A company whose principal business is **selling services or intangibles**
- A **product-centered** company with a significant emphasis on **selling services**
- A **consultancy, freelance business, or coaching service**

What is the V-CRO process?

1

Understand Intentional Revenue Growth as the strategic backbone of growing your business.

Find out how!

2

Customize V-CRO's proprietary 5-Step ACITA™ plan for your business: Articulate goals and a precise, sustainable strategy to meet them.

I'm Interested!

3

Strictly track the measurements and apply the adjustment tools in your customized plan.

Tell me more!

4

Take advantage of other V-CRO tools and services to support your progress.

Such as?



How do I begin?



1

Email us at info@v-cro.com to ask about how V-CRO could benefit your business.

2

Attend our one-day IRG Workshop. **Contact us** to find out about available dates and registration.

3

Watch this space for the full roll-out of V-CRO tools and services in Spring 2018.

THANK YOU

We look forward
to hearing from you!



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Contact: info@v-cro.com