

Revenue Optimization

Maximizing Portfolio Company Valuation

EXPERIENCE

- Over \$4 Billion in shareholder value created by our team.
- Deep domain expertise across dozens of industry verticals.
- SMB & Fortune 500 clients.
- Every principal is an experienced entrepreneur.

METHODS & PRACTICES

- Proven proprietary methodologies tailored to fit each unique client.
- Focus on results, not theory.
- Over 25 years of practical application and field validation.

SERVICES

- Revenue Optimization Strategies & Programs.
- Detailed Diagnostic Assessments for Sales, Marketing, Operations, Product Development and Manufacturing.
- Value Capture Assessment
- Post-Merger Integration Assessment & Planning.

For more information call or email us today at:

630.217.5948

info@vicendia.com



The current economic turbulence is putting enormous pressure on revenues and profits of most mid-market companies. Does your firm have a comprehensive proven strategy for nurturing your portfolio companies? Are your executives proactively addressing the inhibitors to organic growth? Are your strong companies taking market share and wallet share from their competitors?

Vicendia's Revenue Optimization Program will quickly assess a firm's ability to produce sustainable and predictable revenue streams. Our practitioners identify inhibitors that are impacting

sustainable growth within the company's market, strategy, operational structure and culture. Transformation is driven through a tailored step-by-step revenue optimization roadmap delivered by our skilled practitioners.

Vicendia can partner with your firm to work with portfolio companies to start their growth engines. We will employ our proprietary assessments, methodologies, processes, and frameworks to improve margins, preserve cash, and organically grow top line revenue — driving maximum valuation. Our practitioners can typically achieve measurable results in 60-90 days.

vicendia
MANAGEMENT CONSULTING

“You have to grow yourself, or sell yourself. If you don't, your competitors will.”

*Peter Rosenberg
Barrington Associates*

“Companies are seeking greater degrees of insight into value and how to manage it dynamically.”

*Chris Ruggeri
Deloitte FAS*

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Engaging Our Services

Vicendia works closely with Private Equity firms to identify opportunities for performance improvement in each portfolio company. Client firms typically retain the services of one of our Managing Partners to function as a part- or full-time member of the executive leadership team. The Partner will be available to work in a variety of capacities depending on the changing needs of your portfolio companies, and will coordinate all

project work done by Vicendia.

While this approach works best for most clients, some prefer a more traditional approach with discrete projects. We will work with you to develop the right approach to fit your needs.

For more information or to schedule a meeting with one of our Managing Partners, please call us at (630) 217-5948 today.

Revenue Optimization Program Overview



Document corporate revenue and profit goals with owners, executives, and board of directors.



Interview revenue producing department executives and managers to document critical business issues and obstacles to revenue growth.



Assess and document skills and capabilities of revenue producing personnel and leadership team. Identify any necessary structural changes.



Analyze sales & marketing alignment. Review market segmentation strategy and go-to-market plan and identify gaps. Document customer decision and procurement cycles and factors that influence sales cycle time.



Quantify the inhibitors that are preventing revenue generation and deteriorating sales effectiveness. Document all tools, processes and metrics used to manage revenue generation.



Create a revenue growth and transformation project plan with a step-by-step guide to overcome revenue growth inhibitors.



Train leadership and employees on improved methods, process, and tools to increase the number of deals, increase average deal value, improve close rates, and decrease sales cycle time.

PE Firm Benefits

- ▶ Quantifies the skill and experience of existing leadership and personnel.
- ▶ Assess and measure the existing strategy, structure, and culture to support organic revenue growth.
- ▶ Define and document capital, time and personnel needed to meet or exceed revenue growth goals.
- ▶ Creates awareness of potential issues and provides a proactive mechanism for mitigation.
- ▶ Enhances the probability that targeted value creation is achieved.

