

# How to ~~survive~~ thrive

Revenue protection in a downturn

This is not another  
“black swan” deck telling  
you the sky is falling.

Sure, a lot is out of your control — inflation, markets, war, supply chain, Covid, etc.

But a lot is in your control.

Best in class companies  
focus on what they can  
control & come out stronger..  
**thriving.**

9%

of companies come out of downturns

stronger

How can your company  
be part of the 9%?

Many companies only have  
half a strategy.



Many companies over-focus  
on cost-cutting.

A full strategy requires  
mastering cost and Revenue.

Because in tough economic times, every drop of Revenue matters.

And no one ever cost-cut  
their way to greatness.

What's stopping  
companies from  
mastering Revenue?



C-Suite



Sales



Marketing

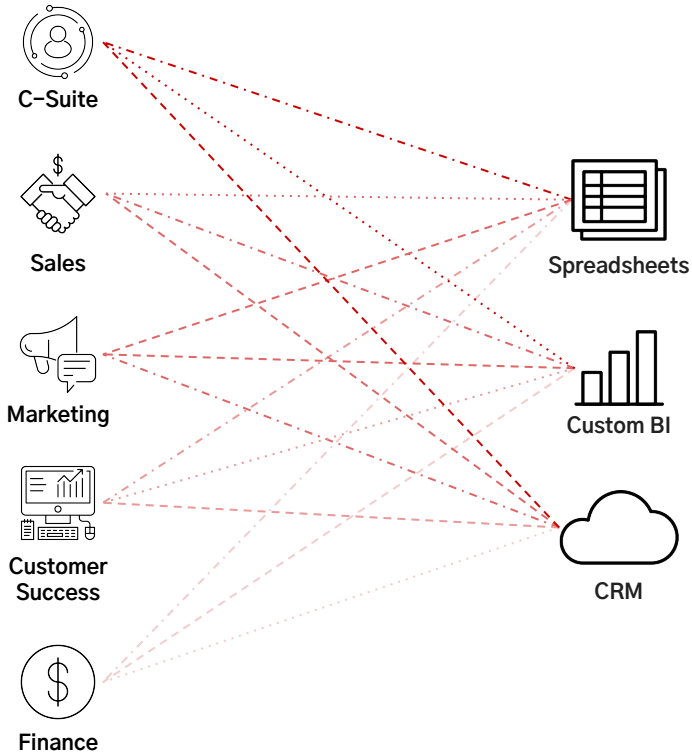


Customer  
Success

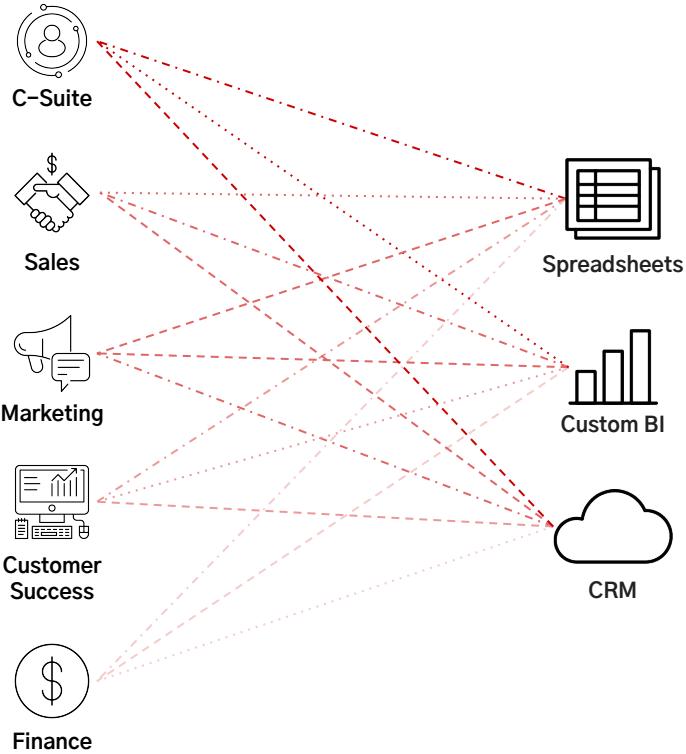


Finance

Up to 50% of employees  
are revenue-critical.



But the systems they use to run Revenue are three decades old.



That's crazy!



It's crazy that there's  
no enterprise system  
to run Revenue.

~~CRM~~

~~BI~~

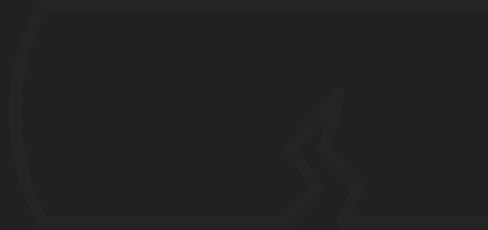
~~ERP~~

~~XLS~~

**Purpose-built revenue systems? Nope.**

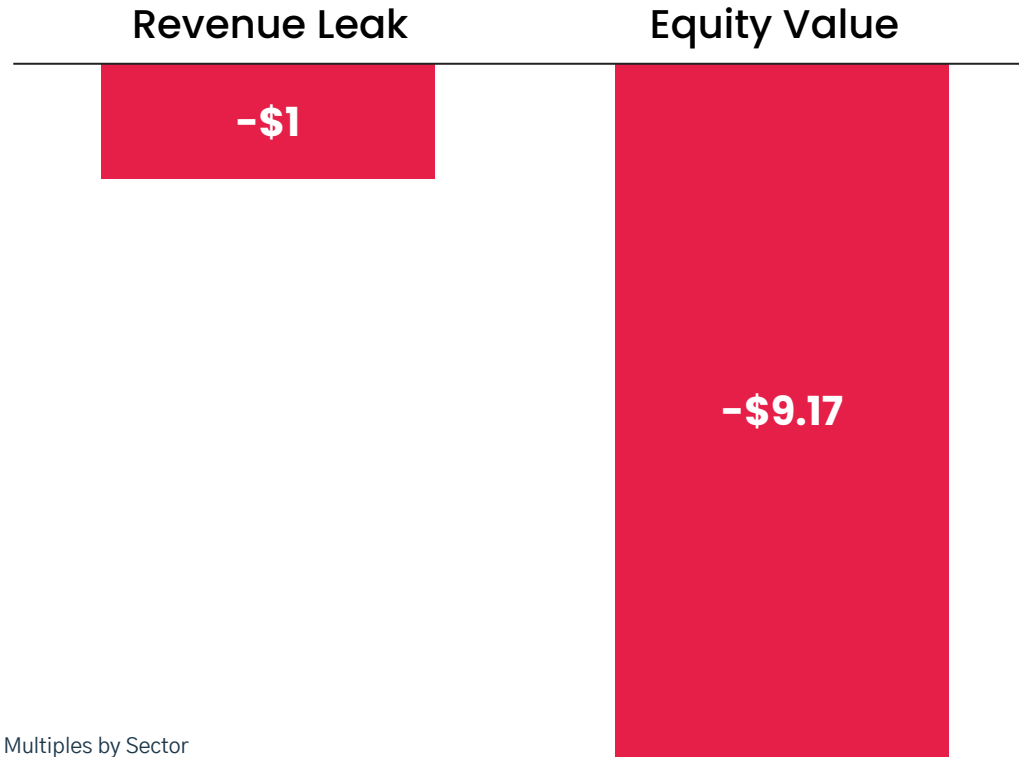
This has created the biggest  
problem hiding in plain sight.

Revenue Leak.



**Revenue Leak** is the loss of revenue due to breakdowns in the revenue process.

# Revenue Leak Has Material Ramifications



14.9%\*

of a company's revenue is lost due to

Revenue Leak

\*Clari Labs, 2022

\$2.1T<sup>\*</sup>

in economic value is destroyed each year by

Revenue Leak

Solving **Revenue Leak** is  
the smartest way to bolster  
your company, and come  
out stronger.



today

Revenue  
Leak



tomorrow

Revenue  
Precision

**Revenue Precision** is the full capture of revenue — predictably and repeatedly.

# From today's nightmare\*

Can't see

**14.9%**

of committed  
deals are lost

Can't control

**\$24B**

lost to  
revenue leak

Can't predict

**60%**

average forecast  
accuracy

\* According to a Clari Labs survey in May of 2022 across 2,000+ companies in various industries

# To tomorrow's dream\*

Win more

**24%+**

improvement in  
win rates

Retain more

**39%+**

increase in  
revenue capture

Predict more

**96%+**

forecast accuracy  
in week 2

\* According to a Clari Labs survey in May of 2022 across 2,000+ companies in various industries

To go from Revenue Leak  
to Revenue Precision,  
requires a strategy of...

**RevCG**

Revenue Collaboration  
& Governance

# RevCG

Purpose-built to  
run Revenue.



C-Suite



Sales



Marketing



Customer  
Success



Finance



# Collaboration

How you **run** Revenue

&

# Governance

How you **control** Revenue



RevCG is the strategy  
to protect Revenue  
in a downturn

RevCG activates all  
revenue-critical employees.

RevCG runs Revenue  
like a process.

RevCG is how you emerge  
from the downturn stronger.

**Thriving.**

RevCG answers the  
most important question  
in business.

“Are you going to meet,  
beat or miss on Revenue?”