

Revenue Predictor Intelligence from your Customers

(Example)

Get it *First*



What it is

Revenue Predictor Intelligence provides early insight into future opportunities and revenue from your customers to **predict** the **future revenue** and **growth rate** of your company.

The intelligence generated from this strategic measure stimulates new conversations with customers, unique to your company, on their new and emerging opportunities long before competitors hear about them.

Its Purpose

To de-risk your business in rapidly changing and uncertain markets and transform your profitability by gaining New Strategic Intelligence from customers...*before* competitors. This intelligence is essential for any B2B company wanting to:

- ❖ **Uncover** new sales opportunities - *first*
- ❖ **Boost** growth rate and business valuation
- ❖ **Identify** and correct unseen capability risks
- ❖ **Remove** uncertainty
- ❖ **Lower** business risk
- ❖ **Achieve** growth objectives

How it Works

The momentum behind a company's **Current Revenue** is measured by customers rating their expectations of the company as an innovative problem solver. This measures the value each customer places on the company's product or service solution in the context of the pace of change **they** are experiencing in their business, and the likelihood of them retaining the company as a supplier into the future. It measures whether a company's ability to Adapt, Innovate and Execute value is keeping pace with new and emerging customer needs and expectations. Algorithms apply weightings to customers' scores and their current spend to calculate the business's **Future Revenue** and **Growth Rate**.



How Scores Impact Future Revenue

| Range Band 4 (Collapse) | Range Band 3 (Decline) | Range Band 2 (Growth) | Range Band 1 (Acceleration) |
|---|---|---|---|
| Scores < 4 indicate no expectation of future value by customers, nor interest to continue the relationship. | Scores $\geq 4 < 6.5$ indicate low customer expectations and therefore low prospects for retaining them. Revenue from these customer is vulnerable to innovative competitors. However, a concerted effort to get close to these customers to identify unique opportunities to exploit, will transform your results. | Scores $\geq 6.5 < 8$ indicate modest to high customer expectations of future value, with a solid foundation to explore changing needs to give direction to company innovation. Delivering new innovative value will retain these customers into the future and drive revenue growth. | Scores ≥ 8 indicate strong customer expectations of future value not easily replicated or replaced by a competitor. You can expect an 'open door' to explore new opportunities with these customers. Scores suggest confidence to base pricing on value. |

Revenue Impact Summary

| Click Range Band to view graphs below | Percentage of Customers |
|--|-------------------------|
| Range Band 1 | 9.09% |
| Range Band 2 | 33.33% |
| Range Band 3 | 48.48% |
| Range Band 4 | 9.09% |
| View All | |
| Click each company name in the graphs below to record your planned actions | |

Assessment Participation

| | | |
|-------------------|----|---------------|
| Total Invitations | 33 | |
| Total Responses | 33 | 100% of Total |

The Revenue Impact Summary measures:

- **Consistency of value to customers** (Percentage in each Range Band)
- **Revenue Growth** prospects (Percentage of customers in Range Bands 1 and 2)
- **Risk to Revenue** (Percentage of customers in Range Bands 3 and 4)

Note:

- The percentage of customers in each Range Band denotes the extent of current risk and opportunity
- It is a predictive measure, the impact of which might be 6-12 months into the future
- Early action (see last section in this document) will mitigate risk and accelerate opportunity

Assessment Participation

The percentage of total responses indicates customer willingness to participate which is an indicator of how well the company features in the growth plans of its customers.

Predicted Impact on Revenue from each Customer

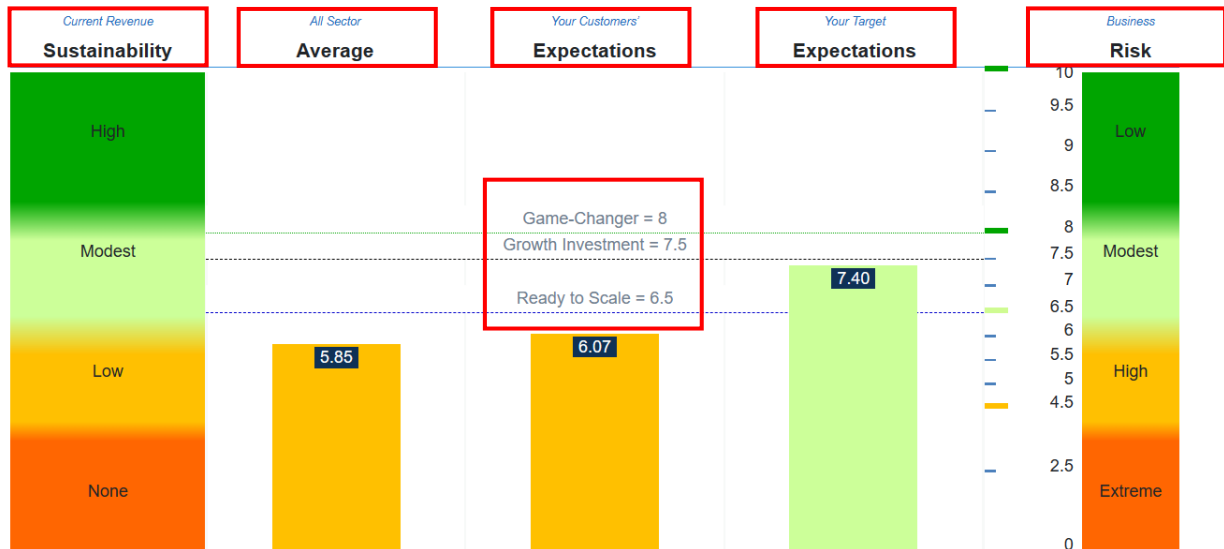
| Customer Expectations | | | 0 2.5 4.5 5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10 | | | | | | | | | | Date | Previous Score |
|-----------------------|-------------------------|-------|--|--|--|--|--|--|--|--|--|--|---------|----------------|
| Rank | Customer | Score | | | | | | | | | | | | |
| 1 | Hooper's Store | 8.50 | [Green bar] | | | | | | | | | | 02/2023 | |
| 2 | Black Mesa | 8.20 | [Green bar] | | | | | | | | | | 03/2023 | |
| 3 | Globex | 8.00 | [Green bar] | | | | | | | | | | 03/2023 | |
| 4 | Jones & Sons Consulting | 7.80 | [Light Green bar] | | | | | | | | | | 03/2023 | |
| 5 | Cyberdyne Systems Corp | 7.75 | [Light Green bar] | | | | | | | | | | 03/2023 | |
| 6 | Blue Cat Hotel | 7.65 | [Light Green bar] | | | | | | | | | | 03/2023 | |
| 7 | Genco Oil | 7.50 | [Light Green bar] | | | | | | | | | | 03/2023 | |
| 8 | Duke & Duke | 7.30 | [Light Green bar] | | | | | | | | | | 03/2023 | |
| 9 | Entertainment 720 | 7.20 | [Light Green bar] | | | | | | | | | | 03/2023 | |
| 15 | Umbrella Corp | 6.30 | [Yellow bar] | | | | | | | | | | 03/2023 | |
| 16 | Gregarious Systems | 6.20 | [Yellow bar] | | | | | | | | | | 03/2023 | |
| 17 | Williams Publications | 6.00 | [Yellow bar] | | | | | | | | | | 03/2023 | |
| 18 | New Tech Systems | 5.95 | [Yellow bar] | | | | | | | | | | 03/2023 | |
| 19 | Powerlearn Training | 5.80 | [Yellow bar] | | | | | | | | | | 03/2023 | |
| 20 | ABC IT Services | 5.75 | [Yellow bar] | | | | | | | | | | 03/2023 | |
| 31 | Blades Technology | 3.80 | [Orange bar] | | | | | | | | | | 03/2023 | |
| 32 | Inflight Services | 3.75 | [Orange bar] | | | | | | | | | | 03/2023 | |
| 33 | Big Time Logistics | 3.70 | [Orange bar] | | | | | | | | | | 03/2023 | |

The Score and Range Band colour (see table above) measures the predicted impact on revenue from each customer. The score encapsulates:

- How well the company and its product or service is **still solving the customer's problem**
- Customers' expectations of the company to **keep pace with their changing needs**
- The likelihood of the company **retaining this customer into the future**



Predicted Impact on Company Revenue



The graphs above provide key measures of a business's:

- Innovative **capability**
- Revenue **opportunities and risks** in the innovation economy
- **Competitive position** in relation to the All Sector Average
- **Growth targets** from lifting customer expectations
- Strategic and operational **effectiveness**
- Opportunities to accelerate **valuation**

Achieving Revenue Gains by Creating an Innovative Advantage

Create New Expectations for Williams Publications

Customer reasons for Score (This feedback from the customer is the key to your innovative advantage)

Opportunities to Pursue

Problems needing a New Solution

Actions to Take

Person Responsible (and date)

Priority (1-5)

Save

| | | | | |
|----|-----------------------|------|---------------------------------|---------|
| 24 | Macmillan Toys | 4.85 | <div style="width: 80%;"></div> | 03/2023 |
| 25 | Hudson Raath Holdings | 4.75 | <div style="width: 75%;"></div> | 03/2023 |
| 26 | Brilliant Foods | 4.20 | <div style="width: 60%;"></div> | 03/2023 |
| 27 | Dillinas Logistics | 4.20 | <div style="width: 60%;"></div> | 03/2023 |

Revenue gains are achieved by creating an Innovative Advantage that lifts Customers' Expectations

An innovative advantage is created by starting and recording new conversations to:

- **Identify** missed opportunities that can be converted into immediate sales
- **Develop** new levels of trust with customers to learn about their changing needs before competitors
- **Focus** on new solutions provided exclusively by your company
- **Convert** these unique opportunities into new sales - now
- **Predict** future revenue and growth

Back to the website: [Revenue Predictor.com](https://revenuepredictor.com)

