

## eCourse Outline

### Revenue Generation

Revenue generation is more than “sales” – it encompasses all the ways that a small business can “make money”.

#### Course Outline

- Market Segmentation
- Strategic vs. Tactical Sales
- Differentiation
- Value Proposition
  
- What is important to entrepreneurs?
  - Flexibility
  - “Hands-On”
  - Making more money
- New business: how you can capitalize on your business idea
- Current business: explore potential areas of revenue growth
- What size business would you like to be?
- Relationship between controlling expenses and the effect that can have on the bottom line of your income statement
  - Creating operational efficiencies - or negotiating favorable rates with suppliers, along with other cost cutting measures - can have a great impact on increasing discretionary cash.
- Market Segmentation
  - Defining and dividing customers into groups based on similar characteristics
- Strategic vs. Tactical Sales
  - Strategic account: single larger account/specific vertical markets that bring in significant revenue.
  - Tactical account: single customers that contribute a smaller percentage.
  - Helps you to maintain focus on your best customers.

- Example: How a florist can define strategic customers (i.e. wedding planners, funeral homes, corporate building accounts) and plan what percentage of her forecasted sales each will represent. Tactical customers could be walk-ins, online orders, and phone orders, and a defined percentage of her revenue. Her choices reflect what she wants her business to be and where she wants to spend her time.
- Differentiation
  - What makes your business different? These are often features of your product/service/customer relationship. Possibilities:
    - Interesting packaging
    - Innovative design
    - Special promotions
    - Exceptional service
    - High quality
    - Reasonable price
- Value Proposition/Value Creation
  - What are the benefits of your product or service that can convey the value to your customers?
  - Features + Benefits = Value
  - The higher perceived value, the more you can charge.