A tried-and-true system to organize and prioritize your revenue generation efforts, RGS coordinates sales, marketing and customer service teams around a shared revenue goal.

Leverage Six Core Elements To Create Sustainable Revenue Growth

**Process**
Learn a repeatable, predictable and scalable revenue generation framework and meeting rhythm.

**Strategy**
Create a Big Story that is uniquely yours and emotionally connect with the right prospects.

**Tactics**
Identify the right tactics in sales, marketing and customer service to hit your revenue goals.

**Campaigns**
Develop personalized omnichannel campaigns that produce leads and sales opportunities.

**Technology**
Apply HubSpot and supporting technology to automate and analyze each of your activities.

**Resources**
Leverage the right people (internal and/or external) to execute on your revenue growth plans.

www.square2marketing.com
Why Does RGS Work?

RGS provides a framework that enables you to cut through the clutter and deliver a message that encourages prospects to engage with your company.

Clear Alignment Around Your Go-to-Market Strategy
Know who you want to do business with at an individual level. You need a disruptive, compelling and emotional story to move them to action.

Methodology for Selecting the Right Marketing and Sales Tactics
Create a strategy that attracts visitors and turns them into leads, sales opportunities and customers. Prioritize and orchestrate every tactic.

Organized Process for Executing Marketing Campaigns
Document your system for campaign planning. With every team member accountable for goals, you’ll get consistently better results.

Tech Guidance To Automate and Analyze Overall Revenue Efforts
Use technology to transform your marketing and sales by targeting, tracking and personalizing your efforts across the buyer journey from click to close.

“RGS completely changed the way we approached growing our business. The framework enabled us to get twice as many projects completed in the same time. This directly impacted our growth rate!”

Everett Katzen
Owner, Springboard Media

Get With The Program
Interested in RGS? Here are three easy ways to take the next step.

Learn More About RGS Today
FIND OUT MORE ➔

Take the 6-Minute Health Survey
TAKE THE SURVEY ➔

Schedule a No-Strings Discovery Call
SCHEDULE NOW ➔