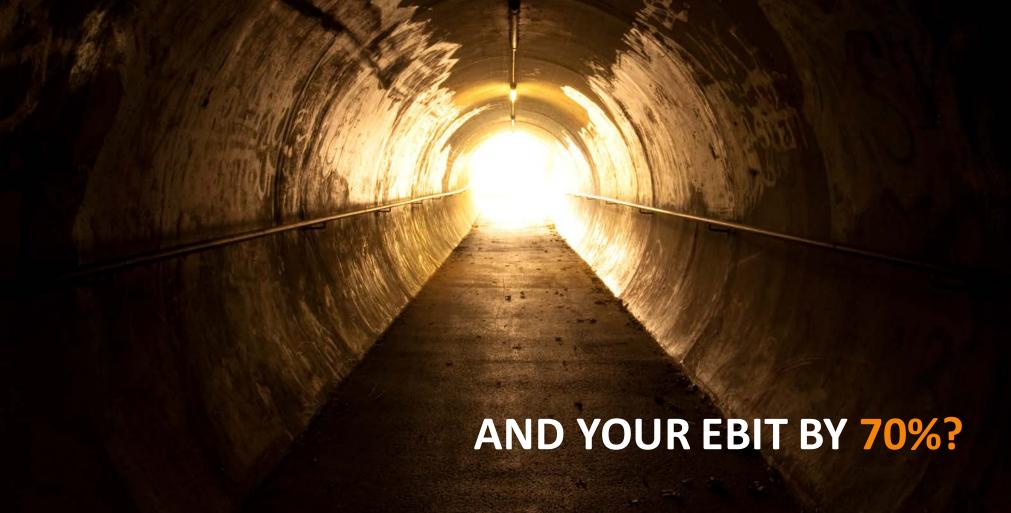
RPMG

The Revenue Performance Management Company







Would an investment equal to 1% OF SALES be worth it to get that?





Dave Brailsford "gambled" that he could achieve the same 30%-40% gains in performance seen by drugs cheats, via marginal gains.

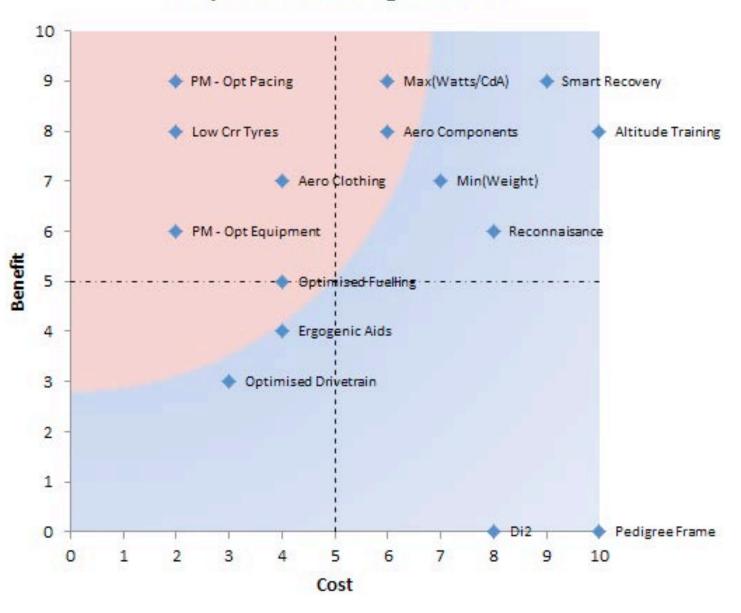
"We've got this saying, 'performance by the aggregation of marginal gains'...

It means taking the 1% from everything you do; finding a 1% margin for improvement in everything you do. That's what we try to do from the mechanics upwards."

Sir David Brailsford



A Spectrum Of Marginal Gains



How 1% Marginal Gains Affected British Cycling

	2000	2004	2008	2012
Gold	1	2	8	8
Silver	2	1	4	2
Bronze	2	1	2	2

Team Sky

Formed 2010 – Goal to win Tour de France by 2015

Won 2012 (Wiggins), 2013 (Froome) and 2015 (Froome) NB: Froome also runner up in 2012





"It's unbelievable how much you don't know about the game you've been playing your whole life."

Mickey Mantle





























































Experience Happy



AUSREO













Institute of **Chartered Accountants** Australia























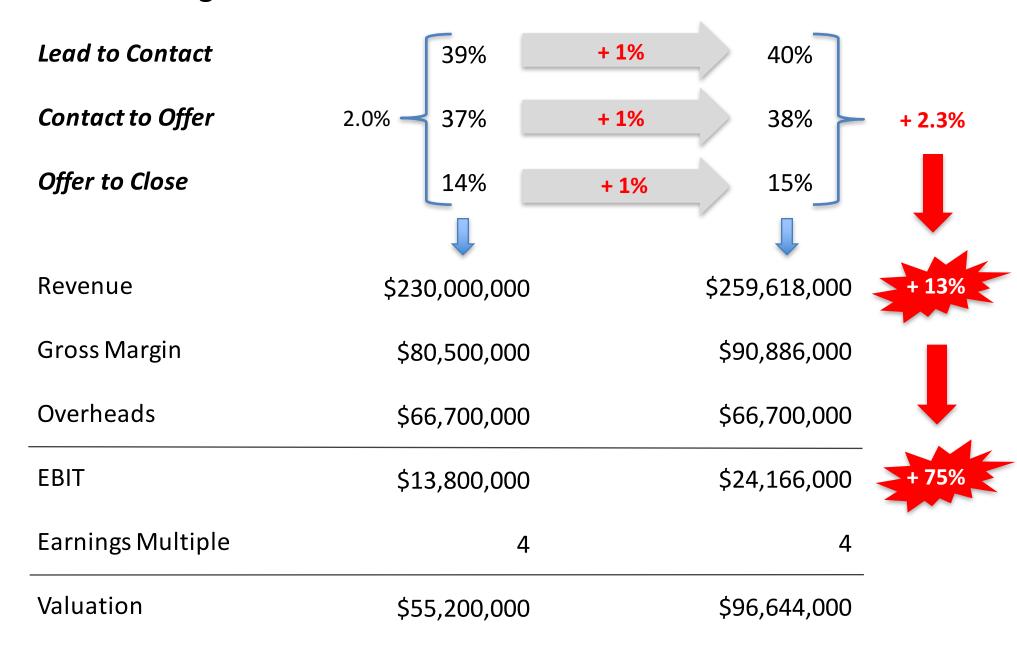




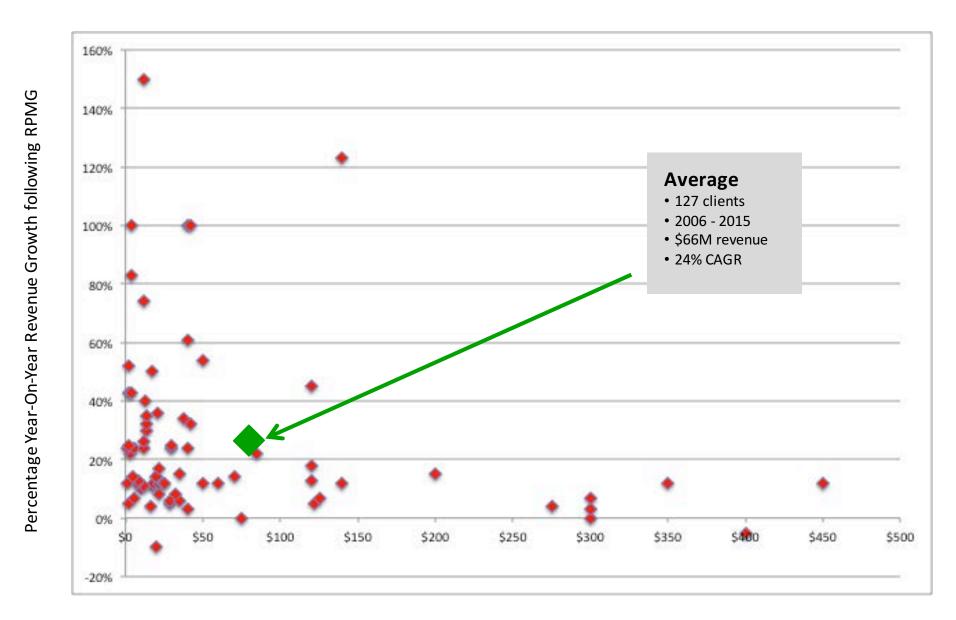




How 1% Marginal Gains Affect Revenue Performance



RPMG Client Results: 2006 - 2015



RPMG Sales Revenue Performance "Heat-Map" Management NR **Talent** Competencies & Development Capabilities People & Management Collateral & Tools NR **Objectives** Recruit & Remuneration 2.2 NR Retain **Presentations &** Actionable & USP / Value NR Meetings **Proposals** Granular Proposition Strategy & **Engagement Selling Planning** 2.8 3.7 Buyers' Channels **Pipeline** (Key) Account Journey NR Management & Management 2.4 3.4 Reporting Competitive Sales **Positioning** Methodology 5.6 Understood Segmentation & & Defined **ICP** 2.7 4.2 4.0 Customer Differentiated References Sales Internet / **Products &** Alignment **Digital** Marketing **Services Process** 5.6 Improvement Pricing Innovation 2.3 N/R 2.6 Marcomms & **Top of Funnel** NR Collateral Lead & Lag **Processes** Processes -**Documented** Indicators Process, **Lead Generation** 2.5 Bundling **Technology & Appropriate** Customer **Metrics Focused** 2.7

Technology &

Process

Aligned

NR Knowledge Management & Sharing

Performance

Measures /

Metrics

