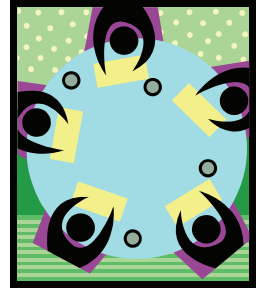




# Chief Revenue Officer Roundtable

Where CRO's Grow & Succeed



## Chief Revenue Officer (CRO):

The person or position within any business whose responsibilities include making certain revenue is generated to a) fund the business, b) deliver profit, c) grow the company—aliases include *President, CEO, COO, Owner, VP of Sales, VP of Business Development, etc.*

## Why CRO Roundtable?

CRO Roundtable participation is exclusive to Chief Revenue Officers **only**. The Roundtable mission is to support the advancement of one theme—revenue performance. We accomplish this by organizing collaborative, peer level, focused workshops on the tools, processes and systems CRO's need to succeed. Workshop topics are determined by the Roundtable members and professionally hosted by CRO Success.

## How do we do this?

Roundtables consist of 12-15 CRO's that meet monthly, typically from 7:30—10:30 am. Meetings are held at both member locations and CRO Success selected sites. All meeting logistics (schedules, topics, speakers, etc.) are arranged by CRO Success.

## What is the ROI?

If you have been a CRO for more than a week, you already know that improved revenue performance is a combination of problem / opportunity definition, leadership skill, CRO knowledge and strategy...plus none of these performance ingredients are sold by the pound on the internet. The bottom line is we expand your knowledge “bandwidth” (learn what you don't already know) connecting with peers who contribute those experience-based ingredients for better solutions.