

The Exec Team

Top-line Performance™, - You might think it's easy to monitor sales and profit but it is often difficult to get to the root causes of any problems. Improving top-line performance in a sustainable way means you need to get the science behind the sales process working. From getting the product right to picking the right channels and selling it, you have to develop a consistent, robust and visible framework to run your business well.

Check out our consultant profiles to see what we've done in the past.

Your Challenge Rowan Experience

I can't resource the change needed to meet revenue & profit objectives
Rowan practices what it preaches and provides ongoing, outsourced expertise to lead the change and bring in the revenue.

I need help developing a structured framework that covers the entire revenue process.
By using our experience across the Top-Line Performance Framework™ Rowan is uniquely placed to be able to provide clients with the visibility and tools needed to improve revenue and profit performance.

You need a temporary addition to your management team to get you on the right track

Many businesses fail due to poor leadership or because the leaders are so involved in fire-fighting, there's no clarity of vision for moving forward. Interim management provides space to think and injects new impetus in to the business.

Our people are experienced in all stages of the business life cycle and come from many sectors. By placing someone in your organisation, they bring in a fresh perspective and can get the top line performing again. Not only that, one person in your organisation means access to the whole Rowan team, providing experience from many industries and disciplines.

Whether it is strategy, sales or product, we have the people with the right experience.

Our unique Top-Line Performance Framework™ will help you:

- Identify and assess all players in the revenue generation process

- Take action where inefficiencies are causing profit to suffer

In essence, Rowan focuses purely on the process that generates revenue. From product to communications, lead generation to customer services, each stage has a direct impact on the process and has the potential to drastically affect profitability.

Read more about Rowan's Top-Line Performance Framework.