



SmartRev With Rick McPartlin

Syllabus

Virtual: 4 weeks of Office Hours & Sessions
In Person: 3-days of Presentations & Practice

SmartRev will be delivered in:

1. 4 virtual classes with homework and optional weekly Open Office Hours for Q&A
2. 3 days in person to apply the learnings and be recognized for your achievement
3. Supported Mastermind for 12 months

The outcomes from actively mastering the material will enable you to:

1. Create and deploy a "Revenue Culture"
2. Develop a Revenue Strategy
3. Create a True North
4. Apply BellCurve 2.0
5. Use the Revenue RoadMap to measure and manage revenue flow
6. Use the Revenue Science™ tools, language and metrics for Go-To-Market
7. Include "Living a Revenue Culture" into all aspects of your business
8. Become Certified

Each week, one member of the TTI Success Insights teaching team will host an hour-long Office Hours Zoom call for Q&A or coaching help to support your mastery.

Pework Resource Landing Page: <https://get.ttisi.com/smartrev-assignments-hub>

Homework - Session 1 Pework | Purpose & Buyer/Back

1. Creating Smart Revenue video
2. A Strategic Journey video
3. Purpose Matters video
4. Simon Says video
5. Buyer Seller Gap video
6. Purpose Driven Revenue Strategy video
Handout for homework: 5 Questions
Assignment: complete the first two questions
7. Glossary video
Handout – Glossary

Class Session 1 (3 hours) Purpose & Buyer/Back

1. Understand the individual and collective purpose of Creating Smart Revenue from the Buyer-Back. You will understand the importance of transferring value to Ideal Buyers that they will pay long-term.



2. Introductions: Who are you? What is your practice's purpose? What is the monetizable value you transfer that your Ideal Buyer will pay for?
3. Share your answers to the first 2 Revenue Strategy questions
4. Introduction to the buyer-seller gap

Homework - Session 2 Pework | Unify & Align

1. Complete Session 1 survey
2. The Infinite Game video
3. Myth of Strategy video
4. True North video
Handout for homework - True North
Assignment: Draft your first 3 above the horizon line (context provided in videos)
Assignment: Draft your first 3 below the horizon line
Assignment: Write script of how to say NO to create max referral business
5. Begin your Revenue Strategy file/document
Assignment: Complete your Purpose, the 5 Revenue Strategy Questions and the value you transfer
6. Document your improvements from the session 1 pre work

Class Session 2 (3 hours) Unify & Align

1. Understand how to unify and align your purpose and monetizable value in a Buyer-Back world. You'll link this to your True North and the first 2 Revenue Strategy questions.
2. Share all 5 Revenue Strategy questions answered from the Buyer-Back
3. True North: Share 3 above and 3 below the horizon line— Share your "Say No" script

Homework - Session 3 Pework | Offers, BellCurve 2.0 & The 3 Rules

1. Complete Session 2 survey
2. BellCurve 2.0 video
Handout for homework: BellCurve 2.0
Assignment: On the BellCurve place:
Your purpose
Your most important strategic offer
Your selling model
3. The 3 Rules video
4. Challenger Customer video
5. Dumb Stuff/Smart Stuff video
Assignment: Identify the Dumb Stuff (2+) you should stop doing
6. Document your improvements from the previous work

Class Session 3 (3 hours) Offers, BellCurve 2.0 & The 3 Rules

1. Understand the application of BellCurve 2.0
 - Brain vs stuff
 - Lower cost vs low price
 - Thought leadership



- 1 track right or left
 - Offers and Offer Management
 - Move from left to right
 - BellCurve 2.0 as triage
 - Infinite vs finite
2. Share your BellCurve placements
 3. Share your "Dumb Stuff" to stop or "Smart Stuff" to start from either the Challenger Customer or The 3 Rule or BOTH.

Homework - Week 4 prework | Living a Revenue Culture

1. Complete Session 3 survey
2. Silos, Science, and Chaos video
Handout for Homework: Revenue Roadmap
3. 3 Levels of Everything video
4. Flow Management video
5. Revenue Resources video
6. Continually improve your Revenue Strategy, your True North, your application of BellCurve 2.0
7. Review and adjust (if needed) your:
 - Purpose
 - Your story about the monetizable value delivered as a result of your Brand Promise
 - The problem you solve for your Ideal Buyer no one else solves.
 - Explain how these make a buyer's world better

Class Session 4 (3 hours) Living a Revenue Culture

1. Understand how to align:
 - Revenue RoadMap
 - Offers and Offer Management
 - 5 Rules and Cost of Chaos as an example of "Living a Revenue Culture" with Maximized profit due to optimized people-first culture long-term
2. Role play with a partner: From the buyer-back, preview the monetizable value you transfer to your Ideal Buyer and demonstrate how their world would look like, both for short and long term. Outline your conversation for these 4 scenarios:
 - a. Attending a networking event and you just met someone new
 - b. Received a referral from a prior client/associate and they have a current need
 - c. A proposal is already process with a prospect, and a new person has joined the proposal process (preview what the proposal is designed to resolve)
 - d. Existing client you are wanting to develop a deeper engagement with (explore what the future might look like)

Homework for in-person Session

- Complete Session 4 survey



- Prepare to present at the in-person session 3 partner presentations and 2 individual presentations
 - Max 30 minute role play including Q&A: select discussion setting: with a new employee, business partner, investor, Ideal Buyer or PodCaster.
Script how you would share:
 - From your Revenue Strategy share your purpose from the buyer back (BIG or Mercenary) and your purpose-driven Brand Promise and the problem you solve for the Ideal Buyer
 - Use your thought leadership and True North principles in the conversation to demonstrate transparency. Preview examples of monetizable value from a long-term partnership
 - Using BellCurve 2.0, compare your offer's placement to your partner's buyer placement. Preview what it would be like to work together: is their alignment that justifies long-term value transfer relationship
 - Max 15 minute role play including Q&A: discussion setting: share your Revenue RoadMap with new hire/partner
 - Describe what we do to encourage & support individuals to investigate us
 - Explain how we approach each step of the RoadMap: Investigate, Early Qualify, Late Qualify, Solidify, Contract and Delivery
 - Define our intentional/improvable, long-term Go-To-Market process
 - Share how we measure the process/flow, find gaps, improve & positively leverage members of your "Revenue Culture"
 - Think Buyer-Back and preview why the buyer cares about the monetizable value from we offer that they will be willing to pay for
 - Max 15 minute role play including Q&A: select discussion setting: Share your Revenue Strategy with a new hire, partner or potential investor
 - Explain your Revenue Strategy using the document you have been improving over these last several weeks.
 - Max 5 minute individual presentation
 - Share 2 "Dumb Stuff" items you will not do again
 - Share 2 "Smart Stuff" items you will make habitual
 - Share the first 2 SmartRev changes you will launch next Monday or sooner
 - Max 5 minute individual presentation
 - Share your 12-month Revenue Generation goal for growth and the first step you will take
 - Share the one thing you want from your mastermind to support your SmartRev strategy



In-Person Presentation & Graduation - 3 days

8:30 am to 4:30 pm each day (breakfast & lunch provided)

6 pm Graduation Dinner will be the evening of night two

Day One: Transfer Your Value

Presentations from the homework. Each presentation will be followed by feedback, learnings, questions and suggestions for how to apply this in real life. We will have additional discussions exploring the SmartRev concepts with new applications/additions to your Revenue Strategy. There will be feedback from the TTI Success Insights team throughout the day and a summary at the end of the day.

Day Two: Transfer Your Value – Deployable Structure

The beginning of the day will be spent forming our Mastermind groups and establishing our goals, cadence and guidelines. The afternoon will be a continuation of our presentations from the assigned homework. Additional discussion, application exercises and sharing from our Revenue Strategy files will be completed in your Mastermind as the day comes to a close.

Day Three: Value Transfer – Committing to SmartRev

From the homework, each person will present to your newly formed Mastermind groups your individual presentations regarding your Smart Stuff and Dumb Stuff.

Goal setting and sharing of your next steps to take in applying SmartRev to your business. Refine and share your 12-month Revenue Generation goal for growth and the first step you will take and leverage your mastermind to help you to deploy and execute.

Graduation Dinner and Celebration