



ROUNDTABLE

Chief Revenue Officer (CRO)

The executive responsible for generating revenue to fund the business, deliver a profit and grow the company.

Aliases: President, CEO, VP, Partner, etc.

Where CROs Build Success!

How does it work?

Format

- 10 Monthly Peer Group Meetings
- 2 Individual Strategy Reviews

Monthly Meetings:

- 7:30 - 8:00 am Breakfast
- 8:00 - 10:30 am Meeting Agenda
- 10:30 - 11:00 am Open Discussion

Meeting sites hosted by CRO RoundTable

Founded by:

Carl Moe, author, **Chief Revenue Officer!**

Membership

- Group size limited to 14 non-competing members

Member Takeaways

- Access to a revenue-savvy, peer-level resource for exploring new ideas
- Unbiased, experience-based feedback for key decisions
- Strategies (and coaching) for expanding your business

Contact

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The CRO Trifecta™



Business results are the combination of three components — Strategy, Leadership and Execution. When these components are not aligned, results *gaps* occur:

- 1. Execution is lagging** — creating missed forecasts, customer turnover, continuous discounting, etc.
- 2. Strategy is disjointed** — pursuing the wrong business segments, developing the wrong products/services, etc.
- 3. Leadership is derailing strategy and execution** — creating turmoil, low morale, lack of trust, etc.

RoundTable delivers actionable processes for closing the Trifecta gaps and improving results.

What our members say:

“ Every meeting I attend I go away with **at least one great idea** to implement. ”

“ It is wonderful to have a group of **other executives that know the challenges I am facing** as a revenue leader and lend meaningful support and ideas. ”

“ I feel **completely at ease with the group** and can bare my challenges in front of them without judgment on their part. ”

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