

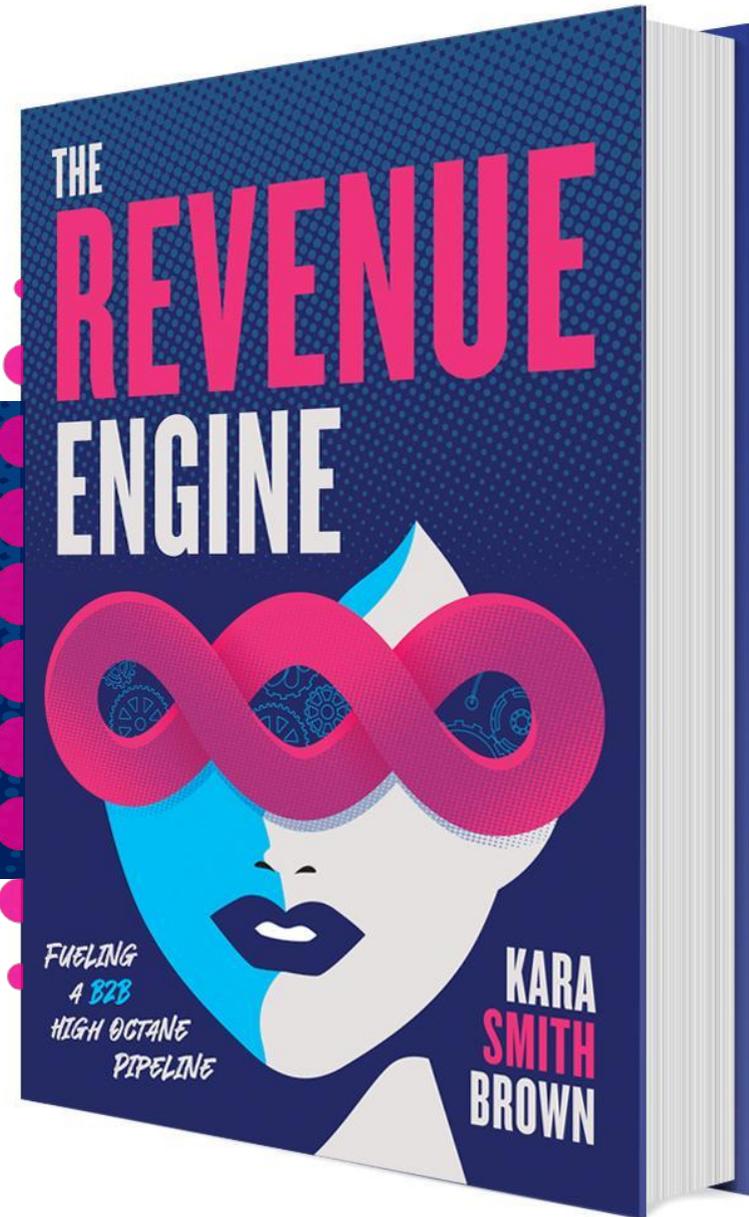
The Revenue Engine: Fueling a High-Octane Pipeline

By Kara Smith Brown, CEO, LeadCoverage

ELEVATE
TMSA CONFERENCE

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So I wrote a book



Let me tell you a little story...



I've learned that dating is a lot like...



And so for the next 30 minutes...

THE REVENUE ENGINE FRAMEWORK

INCLUDES THREE ESSENTIAL PARTS



METHODOLOGY

Share Good News
Track Interest
Follow Up



FUNNELS

Prospect
Nurture
Customer



MEASURE

Volume
Velocity
Value

Methodology = Dating Strategy

- **Share good news** about yourself
- **Track their interest** by noticing their reactions and engagement
- **Follow up** by planning subsequent dates or continuing the conversation

GOOD NEWS MUST HAVE THREE ELEMENTS

1

Good news must be relevant
(in other words: timely)

2

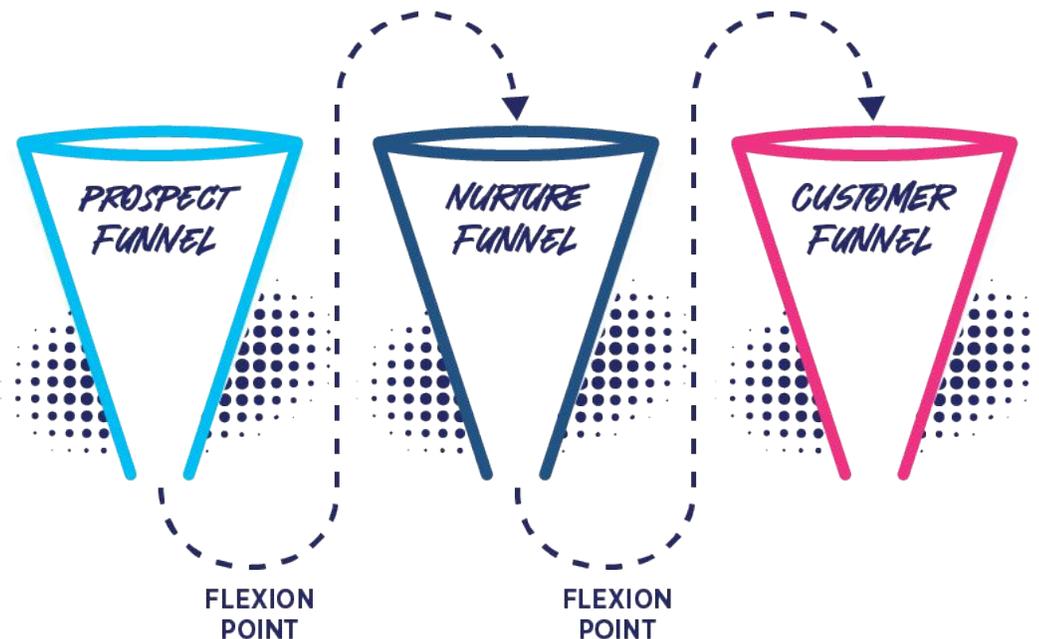
Good news must be market-specific

3

The good news must have a
specific point of view

Funnels = Relationship Stages

THE THREE FUNNELS

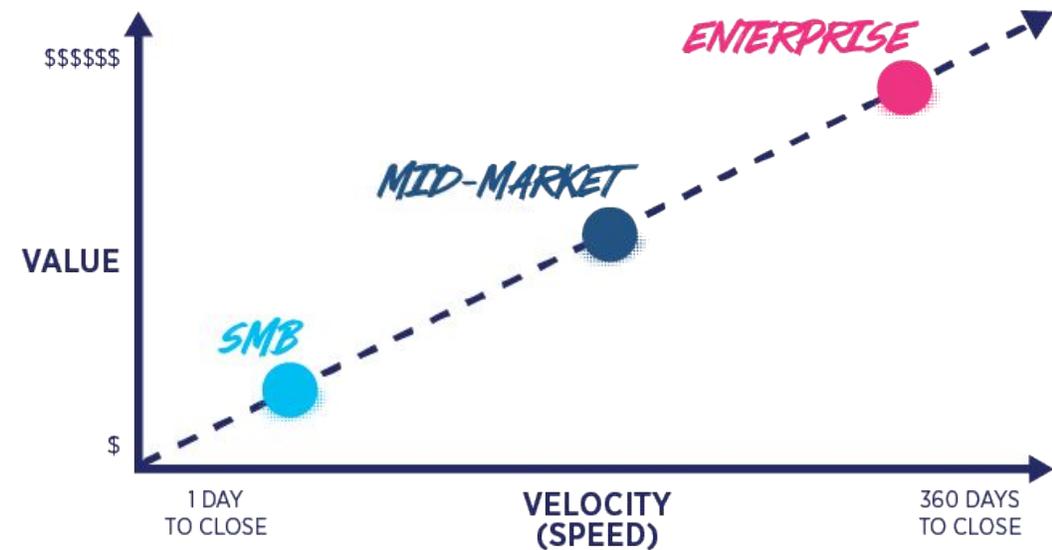


- Start with a broad pool of **prospects** (people you might date)
- **Nurture** the connection by going on dates and getting to know each other better
- Eventually, some of these prospects may become a **customer** (committed partner)

Measure = Relationship Health Indicators

- **Volume** of dates you go on
- **Velocity** of how quickly a date turns into a relationship
- **Value** of the relationship - how awesome the relationship is

RELATIONSHIP BETWEEN VELOCITY VS VALUE



To Sum Up...

