

REVENUE STRATEGY MEETING ROADMAP



YOUR GUIDE TO STEALING MARKET SHARE LIKE A BOSS

MEETING CADENCE

WEEKLY

BIWEEKLY

MONTHLY

REVENUE LEADER

(This is the assigned leader and/or team to prepare the data, develop the agenda, track activity, execute strategy)

MEETING ATTENDEES

(Marketing and operational leadership should be at the table to ensure comprehensive discussion and decisions)

KEY DATA REPORTS + OTHER DATA USED TO CONDUCT THE MEETING

MARKETING LEVERS

(This refers to your channels, direct book promotions, social, email, merchandising, PR, and overall commercial approach)

AGENDA FRAMEWORK

FORECAST



Diagnose your performance vs the market

OPTIMIZE



Define high-demand yield opportunity and low compression, need periods (units, days, weeks, months)

CONTROL



Use the tools and levers available to you in order to maximize revenue and generate demand

MONITOR



What is working? What needs to be modified?
Repeat the cycle.

RICHER
 **LOGIC**

Questions, thoughts, or just want to talk?

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