



The Profitable

Contract Factory®

*Rise your revenue generation process through
the ranks thus gaining a decisive competitive asset*

*The Profitable Contract Factory® is a competitive
company business model created by*

Bernard Schilles

*International Consultant
Founder and President of Corvalis Consulting*

*« If I had asked people what they wanted,
they would have said: faster horses »*

Henry Ford

REINVENTING THE WAY COMPANIES ADDRESS REVENUE GENERATION EFFICIENCY

The finding

Every year, you spend **more and more resources** and **energy** on getting revenues from your major accounts even though success is ever more uncertain. Training, reporting and commission do not show expected results. Most consultants and trainers continue to provide **outdated, narrow** and **ill-adapted** responses to the multiform challenges posed by major organizations and the pace of competition.



The vision

Selling to large organizations is **too important an issue to be left solely to the sales force**. Competition is no longer just a matter of opposing one proposal to another: it needs to be a matter of **opposing one company-wide customer interaction mode to another**. To that end a fresh look needs to be taken at internal frontiers, quantitative management and the role of the Top Executives.

The decision

Create a service offering **unique within the market** and providing you with **significant competitive advantage** founded in **The Profitable Contract Factory®**: a **business model** providing you with an edge that competitors will have difficulties in catching up with. An **approach to managing revenue generation** which results in a dramatic increase of **profitable** contracts signed with **your large customers**.

Business Intelligence

Business Intelligence is the cornerstone of any **Profitable Contract Factory®**, since it enables large organizations to be worked at where **solid pay-offs** have the most chances to happen. The focus is on the specific **decision-making dynamics** of large organizations, on **unique value propositions** as perceived at **Top Management level** and on competitor's **strategic positioning** in each account.

*"The Profitable Contract Factory® is aimed to be **customized to your company** via **tailored** mentoring which takes your previous sales efficiency improvement efforts in account"*

Bernard Schilles

TRANSFORMING ENERGY AT A STANDSTILL INTO A GROWTH ACCELERATOR



Extended Management

Extended Management consists in developing managers' role in ensuring, on a day-to-day basis, **judicious allocation of corporate resources** to sales activities. It helps deploy **customer interaction strategies** by **enhancing the value** of each management level.

Selective strategy

A selective strategy helps you focus your resources and your energy where it will really pay. In combination with Business Intelligence it links **the various departments** intervening with the company's major accounts. It gives them a **sense of responsibility** by involving them **where it matters**.

The Profitable Contract Factory® produces:

- Large contracts won
- Sales objectives achieved
- Satisfied customers

It is founded on **practices, methods** and **tools** that can be grouped into three categories:

- Business Intelligence
- Extended Management
- Selective strategy



“The Profitable Contract Factory® business model facilitates the execution of your competitive strategy and increases everyone’s focus on your company’s overall interest”

Bernard Schilles



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Bernard Schilles is a member of the TMSDI (Team Management Systems Development International) network, a worldwide organization specialized in teamwork excellence and team leadership since 1980

Bernard Schilles



CORVALIS

A man, a company