

REMOVING REVENUE

Identifying and Eliminating Revenue Friction Points



FRICITION

Revenue friction is the invisible barrier that hinders growth potential while slowing down operational efficiency.

IMPACT

Revenue friction leads to higher customer acquisition costs, reduced sales velocity, and unreliable forecasts affecting business performance.



REMOVAL

Aligning narratives, designing seamless journeys, and measuring leading indicators can effectively eliminate revenue friction.



FIX FRICTION

Addressing friction now prevents future complications and accelerates growth.