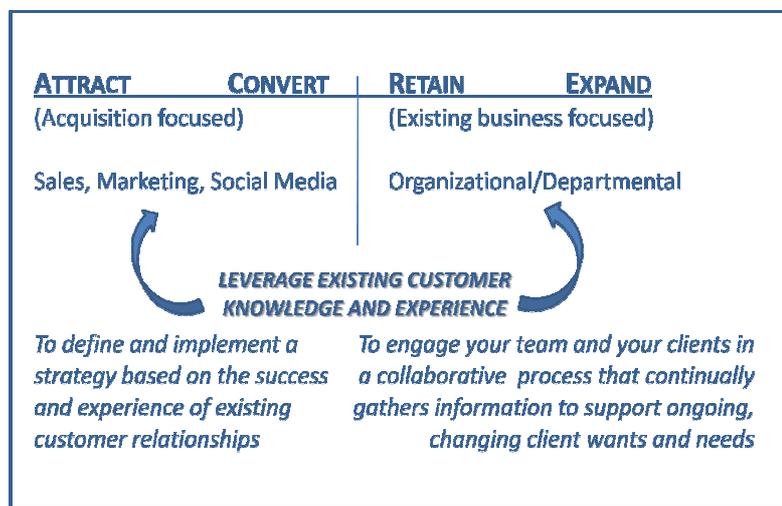


# The ACRE Principle™

The ACRE Principle focuses on the critical components associated with account stability and efficient revenue growth enabling business to leverage this information for predictable and repeatable improvements in revenues.

In a concerted effort to recover lost revenues associated with recent economic turbulence, there has been a significant emphasis on and investment in related revenue enhancements through sales and marketing efforts. When revenues drop, this is understandable. However, most businesses are unknowingly taking the reactive, short-term view, at the expense of long-term efficiency and productivity by focusing on replacing lost sales without understanding the causes or preventing these drops. ***The ACRE Principle™ brings focus and reality to the components that enable a business to profitably and systematically grow -- eliminating churn and bringing an end to sales acquisition chaos.***



The four components associated with improving revenues and leveraging them in a sustainable growth model:

### ***Attraction and Conversion:***

The two components of the ACRE Principle traditionally associated with acquisition and growth. Businesses readily invest in sales and marketing resources and activities to achieve and sales and growth related objectives. Often, these investments provide the organization access to new, viable customers; however, it does not adequately address the threats and costs associated with client churn.

***Retention and Expansion:*** These two components value the existing client relationship and maintain customer stability to grow within the existing client base. Client churn is extremely unprofitable to any organization. Sustainable growth requires an organization to embrace the customer relationship as critical to its existence. ***A balanced resource investment in all four components of ACRE minimizes churn and facilitates the development of an experience based growth strategy that puts a business in a viable growth and profit position.***

### **Putting The ACRE Principle™ to work:**

1. *Identify your best customers* – the one's that your business appreciates the most.
2. *Meet with your best customers* – understand why they bought, why they buy, what they value
3. *Put your knowledge to work* – leverage this information to find more 'best' customers
4. *Leverage this interaction* – demonstrate to your customers your value for their existence
5. *Educate your growth team* – train your sales team on new growth behaviors – 'relationship solutions'
6. *Educate your organizational teams* – train and empower your internal teams to serve your clients

*Dave Cooke, CEO of Strategic Resource Group, llc puts over 25 years of sales and marketing experience to work developing strategies and educational programs for organizations looking to grow in a predictable, repeatable, and sustainable manner. His programs reflect his commitment to team-oriented behaviors that reflect a relationship oriented, solutions driven selling process.*



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