



“Increasing Revenue Stability to Increase Company Stability”

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If you have endured a recent business turnaround, it is likely that prior to the turnaround, your product line was not very revenue-stable. I have found a high degree of correlation between revenue instability and business failures (or near-failures)

Here are the 3 steps you can take to make your company more revenue-stable:

Step 1: List Your Products and Services

Identify your current products and services. This will give you a good idea of where you are now with respect to revenue stability. This process simply amounts to listing all of your products and services. If you have computer software that runs your business, you can print out your invoice register. If you have no software, you can get a pencil and paper and write them down.

Step 2: Analyze Revenue Stability in Current Products and Services

Identify additional products and services with a high level of revenue stability. Those revenue sources that are more predictable, such as contract agreements, are more stable. Use the concept of salability as a gauge for how much revenue stability a proposed new product or service has.

Step 3: Identify a Revenue-stability Plan

This plan should include these products in your product line. This plan will include advertising marketing campaigns, along with a timeline. Each product should be assessed and gauged for the amount of revenue stability it will bring.

The list should be prioritized and those items with the highest stability should have top priority for implementation.



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Hopefully, this has increased your awareness of revenue stability and the important role it plays in the durability and marketability of your company. Now you can take the necessary actions to increase the revenue-stability of your products and services.