



# Jennifer R Glass

Revenue Friction Expert |

Revenue & Profit Alignment Architect

Helping growth-focused business owners identify what's slowing their revenue and fix it so they can grow predictably and profitably

## SIGNATURE TALK

### **What Actually Makes a Business: The Hidden Friction That Determines Growth**

Audience: Growth-Focused Business Owners

**Most businesses don't have a revenue problem.  
They have friction in their system.**

Most business owners believe they have a revenue problem.

In reality, they have friction in their system that is slowing down, confusing, or preventing buyers from making confident decisions.

Jennifer introduces the Revenue Friction Framework, a practical lens for identifying where a business is breaking down and what to fix first

By understanding how revenue actually flows and where it gets stuck, audiences gain immediate clarity on what's holding their business back and how to move forward with confidence.

### WHAT AUDIENCES WILL WALK AWAY WITH

- A clear definition of what actually makes a business scalable and sustainable
- The ability to identify where revenue is being slowed, lost, or misaligned
- Understanding of the four primary Revenue Friction patterns
- A practical starting point for improving conversion, momentum, and profitability

### WHAT EVENT ORGANIZERS CAN EXPECT

- A clear, structured framework audiences can immediately apply to their own business
- High engagement that keeps audiences thinking, not just listening
- Direct connection between strategy and measurable revenue outcomes
- Content relevant to both emerging and experienced business owners

# THE REVENUE FRICTION FRAMEWORK

Most businesses experience friction in one of four key areas:

- **Invisible Expert:** You're excellent at what you do, but not enough of the right people know you exist
- **Confusing Offer:** People see you, but don't clearly understand what you do or why it matters
- **Slow Decision Machine:** Opportunities are there, but they stall or fail to convert
- **Undervalued Expert:** You deliver real value, but aren't compensated in proportion to the results

## TESTIMONIAL

*"Jennifer has a unique ability to quickly identify what's actually slowing a business down and provide clear, actionable direction on what to do next."*

*- Katie Milton, World's Leading Expert on AI for Economic Development Organizations*

**These are not personality types.**

**They are breakdowns in how a business converts demand into revenue.**

### NEXT STEP FOR ATTENDEES

In just a few minutes, attendees can identify exactly what's slowing their revenue and what to fix first using the Revenue Friction Index at [revenuefrictionindex.com](https://revenuefrictionindex.com).

### About Jennifer

Jennifer R Glass is the creator of the *Revenue Friction Framework*, designed to help businesses uncover hidden constraints in their revenue systems.

Jennifer works with business owners and leadership teams to diagnose where growth is being slowed, misaligned, or lost entirely, and to correct those issues at a structural level.

Her work focuses on aligning marketing, sales, and financial outcomes so businesses can move from unpredictable performance to consistent, scalable profitability.

Featured in ABC, CBS, NBC, and Fox, Jennifer brings over 25 years of experience and has worked with organizations and business leaders across a wide range of industries.

She is also the creator of the JENNuine™ Method, which underpins her approach to revenue and profit alignment.

Bookings & Inquiries:

 [booking@bgsicoaching.com](mailto:booking@bgsicoaching.com)

 [www.revenuefrictionindex.com](https://www.revenuefrictionindex.com)

 [bgsi.me/li](https://bgsi.me/li)