

**COMPONENTS OF THE INCREASING REVENUE STRATEGY IN THE SYSTEM
OF ENTERPRISE VALUE MANAGEMENT**

The article deals with the problem of determining the components of increasing revenue strategy in the system of enterprise value and considering the methodological approaches to forming technologies for implementing the strategy of increasing revenues in the present market. Technologies for implementing the strategy of increasing revenues and content of these technologies are given.

Marketing and Sales Technology implements the strategy of increasing enterprise revenue with the help of using marketing and selling techniques.

Innovative Products and Services Technology achieves increasing enterprise revenue to use innovations in the goods and services which an enterprise offers to the market.

Technology of Customer Interaction Management decreases time of fulfillment of customer orders and to increase revenue using a more thorough approach to satisfaction of consumer needs.

Technology of Trade-in and Tying Sales supposes to increase enterprise value due to using and increasing a range of goods and services which enforce customers to make trade-in and buy tying goods and services.

Technology of Client Base Support saves its previous sales volume to retain the number of its customers.

Technology of Cash Flow Management is directed at increasing cash flow of an enterprise.

Technology of Demand and Supply Management makes considerable influence on the enterprise revenue which is, accordingly, an influential factor of the enterprise value.

Technology of Price Optimization is very important to increase enterprise value.

Developing the appropriate strategies, policies, and techniques are the main directions of this research which are topical and prospective.