



360° BUSINESS SUCCESS ASSESSMENT AND RECOMMENDATIONS PROGRAM

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Growing a business is never easy and in today's economic environment it can become almost overwhelming.

Daily, you have to deal with the high cost of salespeople who don't hunt for new business, increasing marketing investments that generate minimal leads, the costs of operations department that are spiraling out of control and finding new market gaps to expand your firm's potential for success.

All of these variables whether working in tandem by themselves or simultaneously can reduce your firm's potential for sustained, year over year revenue growth.

“Planning is damn scary if you do it right, because what you’re really talking about is change. It’s much easier to just say, ‘Next year’s going to be better,’ and leave it at that.”

Graham Briggs

We know that revenue capture success is a company responsibility . . . not just the sales team's.

And that's the point.

Through our unique process, we holistically analyze your entire business. We assess your marketing, sales, financial management, operations and strategy directions . . . **all at the same time.**

We take apart your company, brick by brick, and evaluate your entire business success model. Once we have completed this holistic success assessment, we then give you written detailed step-by-step recommendations for every department and then coach you and your management team . . . one on one on our suggestions.

Unlike you, we are not emotionally attached or financially attached to your company.

So, like a doctor, we give you a complete health check of your business that gives you unbiased specific strategic and tactical suggestions that will start growing your business . . . today.

HERE ARE THREE REASONS WHY WE ARE DIFFERENT

1. **We are the only firm that offers this program.** Other advisors or consulting companies only offer silo advisement as a marketing coach or a sales trainer, and accounting firms as a rule don't proactively give advice. Additionally, pure strategy consultants only work with billion dollar global 1000 firms so they can charge them a \$1 million for their advice. **To be honest, you could train your sales team 10 times and they could still fail because you might be selling blue shoes to a red shoe market. Or you can spend \$20,000 on a new web site design and still not get any inbound, qualified leads. That's why you need our 360° Business Success Assessment and Recommendations Program for your whole business . . . because all of the departments must work together.**

2. **We have a proprietary best practices database** to determine what best practices are that no one else can duplicate. Through this database, we deploy four specific business drivers to determine what a client recommendation should be. So when we have a hypothesis, we validate it first to make sure it will work for you.

3. **We offer a 100% money back guarantee in writing** so if you are not satisfied with our recommendations 30 days after our written report is provided, we will refund your investment . . . that's it . . . no small print.

Grow your business through a best practices approach.

4 BEST PRACTICE SUCCESS DRIVERS WE USE TO ASSESS YOUR NEEDS

1. Since 2001, the Value Forward Group has published the weekly newsletter called **BDM News** the world's largest business success newsletter with over 100,000 subscribers in 110 countries. During the last 10 years, we have spent hundreds of thousands of dollars building this newsletter to where it is today. Every week, when we sent our best practices newsletter, we receive between 100 and 1,000 responses and comments from our subscribers (CEOs, VPs of Sales, VPs of Marketing, VPs of Operations) about our content of the week. Our readers give us input and add to our best practice knowledge so much so that in many ways our newsletter has become a research repository for us on success best practices. And we have been collecting this knowledge for 10 years!

2. **We have coached over 520 companies** in multiple areas during the last 10 years and we learn successful best practices from each.

3. At the Value Forward Group, **we are linked into many third party, independent research companies** like Forrester Research, Gartner, Accenture and many others to help assess a hypothesis we may have about your firm and its needs.

4. Additionally, **we are also connected to the largest financial, real time database of profit and loss statements in North America** that is operated by 22,000 CPA firms. This allows us to get detailed financial statement comparison between you and your business competitors in the geography you operate in . . . in real time! This helps us understand your business costs and pricing objectives as compared to your market.

Through these 4 drivers, we assess your business based on best practices and guide you to success using premeditated action steps.



COMPLETE SOLUTIONS OFFERINGS THAT WILL GUIDE THE EVOLUTION OF YOUR BUSINESS.



Gerhard Vierthaler
CEO & President

ABOUT THE VALUE STRATEGY GROUP

The Value Strategy Group LLC is a Certified and Licensed Partner of the Value Forward Network, a worldwide management consulting firm with consulting partners in three countries. The Value Strategy Group works with growth-directed companies seeking to increase corporate revenue and profits. Using Value Forward® Sales and Marketing programs, we integrate financial management, marketing methodology, sales process, corporate strategy and operations into one outbound revenue capture program to help companies grow.

The Value Strategy Group uses a hybrid advisement model to help drive company's success. We are CEO Coaches, Executive Consultants, Financial Analysts and a Training Firm all at the same time. We advise CEOs on action steps to take to grow revenues, consult with management staff on best practices, analyze key financial figures of your business and train sales and marketing teams on tactics and strategies that work.

Our business approach is based on an analytical process using corporate sales and marketing best practices, benchmark models, third party research, and constant business process monitoring of sales and marketing management teams. Using this approach, we provide our clients with custom designed strategy, marketing and sales best practice programs that are tactically implemented and designed to increase revenue.

Hunt now . . .
or be eaten later!