

Business Growth Programs

# CEO Business Success Scorecard

assessing, planning, calculating & managing



**“If you want to be a big company tomorrow, you have to start acting like one today.”**

**Thomas J. Watson Jr.**

# assessing, planning, calculating &

**The Value Forward CEO Business Success Scorecard is a health check assessment of your company’s current financial management picture as compared to your industry. It is also an analysis of your sales process, marketing methodology, and your strategy approach all at the same time.** Through our proprietary best practices database, we investigate operational gaps between your departments which may impede your company’s ability to grow faster and more profitably.

## Addressing your long-term growth goals

Through our CEO Business Success Scorecard analysis program, you receive:

- ✓ A written CEO Business Success Scorecard measurement of your firm’s current ability to increase its revenue capture success
- ✓ A business valuation using a discounted cash flow analysis as a benchmark tool to understand your company’s strengths and weaknesses
- ✓ A management team executive briefing of your CEO Business Success Scorecard review with improvement recommendations

✓ An assessment of your marketing, sales and strategy business models

✓ A financial management review and scoring of your current business as compared to your industry’s financial management statistics with best practices recommendations on how to improve your financial position

## Achieving goals through an integrated approach

At the Value Forward Network, we are not financially or emotionally attached to your business like you are . . . so in many ways, we are like business forensic analysts. We take apart your business brick by brick, then rebuild it back and coach you and your team on our recommendations to increase your total business performance.

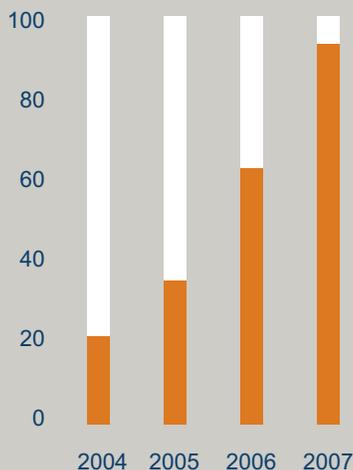
Our CEO Business Success Scorecard is a strategic and tactical tool to help executive management grow their business using benchmarks based on best practices.





managing

## Increased Business Performance



**Business growth is a premeditated process.**

**“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



## Management Tools

### Assessing Your Current Position

Business growth is a company responsibility -- not just the sales team’s responsibility. Departments must be aligned together based on a structured process to maximize success. To understand the linear action steps needed to grow your business, a benchmark must be set up to determine what your firm’s current success approach is compared to what it should be. Through the Value Forward approach, we objectively assess your current position based on studied and researched best practices and review your business departments to see how your current business model functions compared to your competition.

### Providing Recommendations to Increase Your Business Performance

Once we assess your current position, we provide recommendations based on our analysis to help you maximize corporate growth through the integration of financial management, sales process, marketing methodology and strategy. The Value Forward Network team is made up of former CEOs, VPs of Sales, VPs of Marketing, VPs of Strategy and VPs of Operations who bring real world experiences to our client’s recommendations. Assessment without recommendations is wasted energy.

### Coaching You On Implementing the Action Steps

We are CEO coaches. We understand business growth takes time, persistence, team collaboration and specific action steps. By partnering with you, we will advise you step by step on the appropriate action steps to help you hit your targeted goals.



## 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.

**Gerhard Vierthaler**  
**CEO & President**

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.

