



## CEO COACHING

Increase corporate performance through premeditated strategies and one-on-one advisement.



**VALUE  
STRATEGY  
GROUP**



## CEO LONG DISTANCE COACHING AND CORPORATE SUCCESS RETAINER PROGRAM

**Building success through best practices knowledge and implemented action steps**

The CEO Long Distance Coaching and Corporate Success Retainer Program is designed to give CEOs and their management teams one-on-one strategic advice and executive mentoring on corporate strategy, marketing, strategic planning, sales process, sales management, operations, exit strategies, and corporate mergers. The goal of our program is to provide proactive support interactively to the CEO to help them maximize their corporate performance and reach their personal goals.

Through our program, we hold scheduled weekly 1 1/2 hour telephone advisement and coaching sessions with the CEO and their team on marketing tactics, corporate strategy and

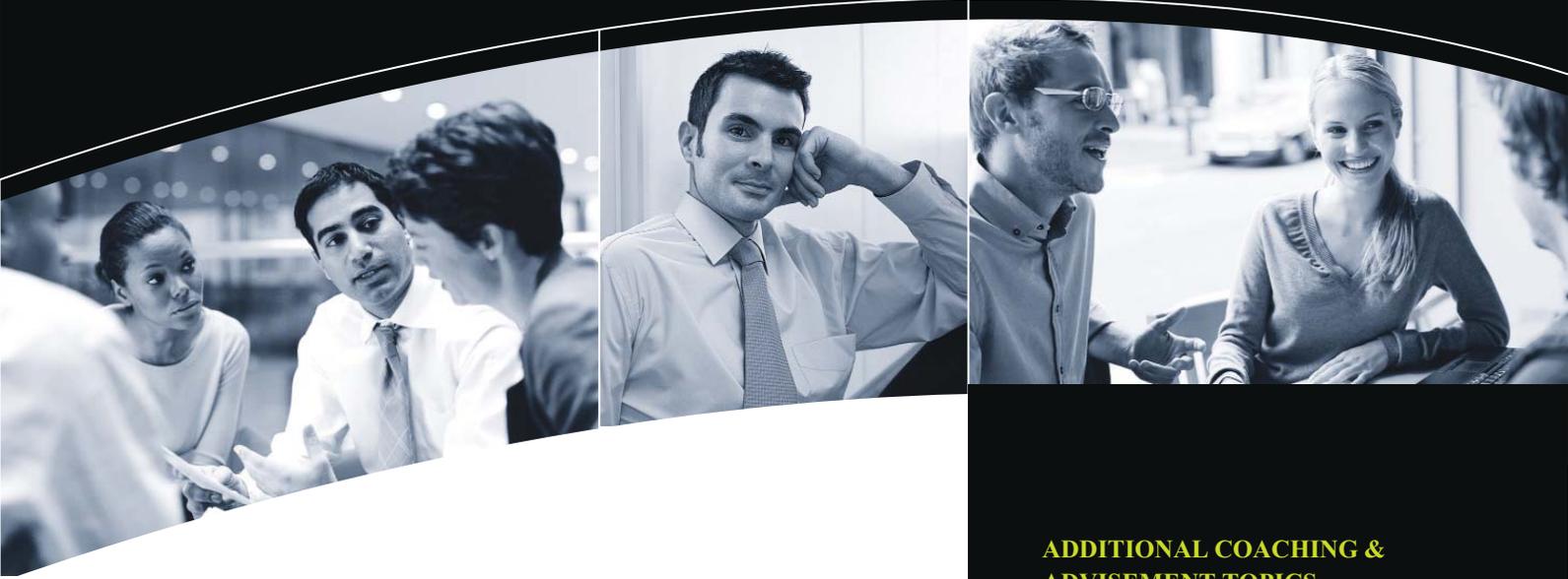
sales process and methodology. Each week, we develop specific strategic steps needed to be completed between sessions to help the management team increase their corporate success.

Additionally, with this program, the CEO has unlimited access to the Value Forward Group by email for one-on-one coaching between telephone conferences for advice and guidance on any business need or subject.

Depending on the goals of the client, on-site coaching, consulting and team training can be packaged with this program as needed.

***“We measure our performance according to the impact that we have in driving your business forward.”***

~ PAUL R. DIMODICA | CEO, VALUE FORWARD GROUP



Through the Value Forward Coaching program, we integrate financial management, sales process, marketing methodology, and corporate strategy into one outbound revenue growth program. The four primary sectors that we coach you on include:

### **SALES PROCESS ANALYSIS**

Through our best practices review, we help CEOs and their management teams adjust and improve their sales process to increase top line revenue capture and reduce selling costs.

### **MARKETING SYSTEMS REVIEW**

Marketing is a business asset that needs to generate an identifiable and calculable return on investment. Through our coaching, we help maximize marketing investments to increase qualified lead generation at a lower cost.

### **STRATEGY DEVELOPMENT EXAMINATION**

As business performance improvement specialists, we focus on the analyzation and development of specific strategic objectives based on your corporate goals.

### **FINANCIAL MANAGEMENT ASSESSMENT**

Using our national real-time, financial databases, we review your financial metrics and give you an accurate scorecard measuring your financial statements against your competition and then give you action steps to improve the financial success of your business.

### **ADDITIONAL COACHING & ADVISEMENT TOPICS**

- ✓ Corporate Strategy
- ✓ Financial Management Analysis
- ✓ Market Gap Analysis
- ✓ Marketing
- ✓ Corporate Branding
- ✓ New Product and Services Strategy & Development
- ✓ Sales Training
- ✓ Sales Process Development
- ✓ Sales Team Management
- ✓ Sales Compensation
- ✓ Product and Services Development & Pricing
- ✓ Operations Setup and Management
- ✓ Corporate Organizational Design
- ✓ Mergers and Acquisitions
- ✓ Department Budget Development
- ✓ Strategic Planning





**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.

2207 Spenard Road, Suite #203, Anchorage, AK 99503  
TEL (907) 222-2703 | FAX (907) 222-3780



CERTIFIED PARTNER



[www.ValueStrategyGroup.com](http://www.ValueStrategyGroup.com)