



Business Performance Improvement Specialists

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Value Forward CEO Coach Says “In This Economy, It is Hunt Now Or Be Eaten Later!”™

Anchorage, AK – Today, Gerhard Vierthaler, President of the [Value Strategy Group](http://www.valuestrategygroup.com), and partner of the Value Forward Network, an international CEO coaching consortium, observed that many business owners are allowing their company’s success to be managed by the ebb and flow of today’s economic environment instead of managing their business themselves.

According to Gerhard, “many CEOs are operating their business reactively to quells of the economy without any direction, written strategic plan, or proactive action steps designed to grow their top line revenues in an economic downturn.” “Many CEOs both in public and privately held companies are guiding their business units without [detailed key business performance indicators](#) (KPIs) or knowledge of the best practices on how to capture revenue in any economy,” he also added.

“As seen by the top three American automotive CEOs in their appearances in front of the U.S. Congress recently, being large does not mean you are informed about your business model.” “In this market, you must know the revenue capture metrics of your targeted buyer and you must use this information as a tool to hunt now for new business or you are going to be eaten later by your competitors.” Gerhard said.

About Value Strategy Group: Headquartered in Anchorage, Alaska, Value Strategy Group (www.valuestrategygroup.com) is a worldwide management consulting company focused on helping small to medium sized businesses (SMB), CEOs and senior executive team members increase corporate revenue. The Value Forward® revenue capture model integrates corporate strategy, financial management, sales process and marketing methodology best practices into one outbound revenue capture process. Value Forward® management consulting partners are former CEOs, VPs of Sales, VPs of Operations, VPs of Marketing, VPs of Strategy and serial entrepreneurs of both public and private companies.

