



CEO COACHING

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



STRATEGY | FINANCIAL MANAGEMENT | MARKETING | SALES



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 to CEOs 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





Jason Stangroom BA, MBA
CEO & President

Certified Value Forward Network
Business Performance
Improvement Coach

ABOUT REVENUE FIRST GROUP

The Revenue First Group works with growth directed companies seeking to increase their corporate revenue. The Revenue First Group uses a proprietary 'value forward' sales, marketing and strategy approach to increase corporate performance by integrating marketing methodologies, sales processes, strategy and finance into one outbound revenue capture program. Our specialized coaching, training and analysis programs bring strategic and tactical business success to our clients. As a client you will increase reach, maximize marketing ROI, shorten your sales cycles and an increase your top-line revenues.

Jason has been a National Sales and Marketing Manager and Territory Sales Manager in a wide-range of industries and sizes from mid-sized international manufacturers of consumer packaged goods such as Wenger Swiss Army and Primus AB to Fortune 100 pharmaceutical companies such as Bayer and GlaxoSmithKline.

ABOUT THE VALUE FORWARD NETWORK

The Value Forward Network is a worldwide management consulting firm with partners in 5 countries. Our partner team is made up of former CEOs, VPs of Sales, VPs of Marketing, and VPs of strategy who have worked with over 400 product and service companies creating these programs. Our clients include a broad range of firms including Fortune 100 companies, mature family-run businesses, VC-funded companies and two people in a garage with a good idea.

Our business approach is based on analytical process using corporate sales and marketing best practices, benchmark models, third party research, and constant business process. Selling products and services to management is not easy. Successful sales and marketing programs win business. At the end of the day, getting new contracts or purchase orders is the key to growing your top line revenue.

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