



Strategic Planning



o planning

o calculating

o managing



Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people.

SUCCESS IN BUSINESS . . . IS A PLANNED PROCESS

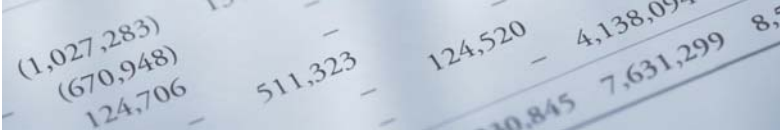


PHASE 1 -- PRE-MEETING CURRENT BUSINESS MODEL ASSESSMENT

WE TAKE AN ANALYTICAL APPROACH TO HELPING CLIENTS BUILD AN ACCURATE STRATEGIC PLAN BY FIRST ASSESSING THEIR CURRENT BUSINESS POSITION.

Through our best practices databases, we complete a detailed financial analysis of your business and measure you against your industry competitors. Then we create an independent, non-biased business valuation of your business' worth using a discounted cash-flow assessment and then we scorecard your marketing, sales and strategy process.

With this detailed background, we then understand better the client's growth success potential and use this information as a foundation for their plan development.



PHASE 2 -- ON-SITE STRATEGIC PLAN DEVELOPMENT

HAVING AN IN-DEPTH UNDERSTANDING OF YOUR NEEDS AND GOALS IS FUNDAMENTAL TO THE WAY WE WORK WITH YOU.

Through a tactical 2-day one-on-one client workshop, we walk CEOs and their management team through an interactive discussion on their current business position and then hold an exploratory strategy session on where they want and need to go. Using the Value Forward methodology, we systematically help them build specific goal objectives, calculate corporate asset

requirements, and determine employee staffing needs and plan timelines needed to layout their strategic plan.

“THE DIFFERENCE BETWEEN AN ENTREPRENEURIALY MANAGED COMPANY AND A PROFESSIONALLY MANAGED COMPANY -- IS PLANNING AND METRICS.”

PAUL R. DIMODICA



PHASE 3 -- MANAGING AND UNDERSTANDING

WE PROVIDE BEST PRACTICES AND COACHING ADVICE AND AN INTEGRATED REVENUE GROWTH APPROACH THAT CAN HELP YOU ACHIEVE YOUR CORPORATE GOALS

Once your on-site strategic planning session is completed, we regroup with all the data, client objectives, and business assumptions collected during the engagement and then write your strategic plan.

Once your plan is submitted, we then provide the CEO and the management team ongoing coaching and consulting on the plan's recommendations and implementation requirements.





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 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.

