

# Business Assessment Services

## **CEO Business Growth Scorecard**

The CEO Business Growth Scorecard is a business tool designed to help you evaluate your company's strategy, sales, marketing and financial performance. The scorecard covers over 100 key performance indicators which are compared and scored against industry best practices. After our analysis we deliver a final scorecard report and recommendations for business performance improvement.

## **CEO Business Growth Assessment and Action Plan**

The CEO Business Growth Assessment and Action Plan is a comprehensive analysis of your business strategy, financial management, marketing and sales process.

(1) We meet with your management team to better understand your business, people, goals and challenges. (2) We evaluate your business processes, brochures, collateral, website, etc. from the customers point of view. (3) We evaluate your business against the best practices of successful growth companies. (4) We perform a business financial health analysis. (5) We deliver a comprehensive business evaluation with strategic and tactical recommendations and action plans for exceeding your business goals. (6) We train your team on the techniques for successful implementation. (7) We provide unlimited executive team phone and email mentoring for 90 days.

# Business Assessment Services

**Executive Business Advisers** is a management consulting firm specializing in business growth, sales and profit improvement.

We help CEO's increase sales revenue, reduce sales and marketing costs, improve marketing ROI and drive new business growth by improving and optimizing their sales, marketing, company strategy and financial health.



Executives like yourself bring us in to quickly evaluate their business and deliver strategic step by step recommendations on what they need to do differently to increase sales revenue, improve profit margins and drive new business growth.

## We can help you:

- Reduce sales cycle time per sale
- Reduce sales and marketing costs
- Increase sales team closing ratio
- Increase prospect penetration with C-Level executives
- Increase inbound lead generation
- Improve top line sales revenue
- Improve marketing return on investment
- Improve financial management and business valuation
- Teach your team how to communicate your value to prospects

If you are interested in **gaining a competitive advantage**, please give me a call.



Best Regards,



**Dennis Sommer**  
Founder and CEO