

# VOICE OF REASON CONSULTING

## **Our Process**



- ▶ Revenue
- ▶ Expenses
- ▶ People
- ▶ Marketing
- ▶ Sales
- ▶ Operations
- ▶ Finance

## OVERVIEW

## Identify

- ▶ Strengths
- ▶ Weaknesses
- ▶ Opportunities
- ▶ Threats

## Develop Action Plan

- ▶ Follow-up and Hold Client Accountable to Plan

# SWOT

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- ▶ What were the Company's most significant accomplishments in the last 12 months?
- ▶ What were the Company's most significant disappointments in the last 12 months?
- ▶ What is one thing that, if you stop doing in the next 12 months, will make you a more effective Owner/Leader/Partner of your Company?
- ▶ What is one thing that, if you start doing in the next 12 months, will make you a more effective Owner/Leader/Partner of your Company?

## REVIEW

- ▶ What are your Company's goals?
- ▶ What are your Company's objectives?

# GOALS & OBJECTIVES



- ▶ Evaluate current business development efforts and current sales pipeline
  - ▶ Develop forecasting legend to assign statistical weighting to opportunities
  - ▶ Develop new strategies and tactics to generate new and continuing revenue streams and re-engage past and existing clients
  - ▶ Assist with business development and sales efforts.

## SALES & SALES PROCESS

- ▶ Review Company's marketing efforts
  - ▶ Analyze company website from an overall business perspective
  - ▶ Determine overall effectiveness of marketing in generating leads
  - ▶ Discuss appropriate Social Media to grow the business and brand

# MARKETING

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- ▶ Identify Trends and financial strategies
  - ▶ Review status of bookkeeping and accounting
  - ▶ Review and Analyze P&L and Balance Sheet
  - ▶ Create Detailed Budget and Cash Flow

FINANCIAL OVERVIEW

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- ▶ Develop Key Performance Indicators (KPIs) to track and predict business performance
  - ▶ Review staff efficiency specific to revenue generation
  - ▶ Review pricing of products/services
  - ▶ Review invoicing and collection processes to maximize cash collection
  - ▶ Review administrative tasks performed by Owner/CEO

## OPERATIONAL REVIEW

- ▶ Determine what resources are required to take the business to the next level
  - ▶ Determine if current team meets Company's goals and objectives
  - ▶ Identify which team members are most invested in your vision
  - ▶ Review job descriptions

# PEOPLE

- ▶ Increased sales by 55% resulting in \$500K additional revenue
- ▶ Tripled business – 20% originating from VOR business development efforts
- ▶ 400% increase in monthly revenue after engaging VOR
- ▶ Identified new revenue streams by packaging service offerings
- ▶ Revised maintenance contracts sales process, resulting in additional \$2K recurring revenue per month
- ▶ Reorganized staff – hired General Manager, Bookkeeper, and Sales Team

## CLIENT RESULTS AND ACCOMPLISHMENTS

- ▶ Two experienced entrepreneurs who built an INC.500 Company with \$18 million in revenue
- ▶ Coached and consulted with over 100 businesses
- ▶ Team approach bringing a fresh pair of eyes to work on your business, not just in it
- ▶ Making recommendations to “Bring Your Business to the Next Level”

30 + 30 YEARS OF EXPERIENCE

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- ▶ Michael Gansl
  - ▶ [mgansl@voiceofreasonconsulting.com](mailto:mgansl@voiceofreasonconsulting.com)
  - ▶ 917-848-6163
- ▶ Matt Plociak
  - ▶ [mplociak@voiceofreasonconsulting.com](mailto:mplociak@voiceofreasonconsulting.com)
  - ▶ 917-282-0809

WWW.VOICEOFREASONCONSULTING.COM

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