

VOICE OF REASON CONSULTING LLC

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Introduction

Hi, I'm Michael Gansl, the *Seasoned Voice of Reason*. I co-founded *Voice of Reason Consulting* 11 years ago because I am passionate about helping business owners get to their next level of growth.

I have built my own successful businesses and participated in a variety of different ventures throughout the last 30 years. I am an expert in growing companies, problem-solving across marketing, sales, and operations, and understanding what business owners need to do to achieve success.



What I Do for My Clients

As a Senior Strategic Advisor, I help business owners make decisions. When I collaborate with a client, I put myself in their shoes and function as if their business were my business. I ask tough questions, hold myself and my clients accountable, and help them make and – more importantly – implement the tough decisions they need to make to grow their businesses.

My mantra is that every business must focus on three critical drivers of success: revenue, expenses, and people. I review everything from a top-down overall business strategy, starting with a SWOT analysis that includes understanding how marketing, the sales process, the sales pipeline, operations, people, finance, and internal processes interface with one another. I work directly with the CEO and the C Suite Leadership Team to develop appropriate revenue growth key performance indicators that will impact most on their strategic business outcomes.

My advantage is an outside point of view; not being limited by the things my clients already know and relentlessly uncovering and understanding the unknowns that stand between my clients and winning.

Here's an Example

Working with the Chief Strategy Officer and his team in weekly and one-to-one coaching meetings, we focused on selling behaviors and techniques including developing cold call scripts and using software tools to automate email cadences. Our efforts resulted in a 30% close rate by May of 2021, generating an additional \$300,000 of new revenue and shortening the time to close deals by 51% – from 53 to 26 days!

The Best Kinds of Clients

I have worked with business owners and companies of up to ~ 50 people with revenues between \$250,000 and \$15 million.

I have worked with B2B service companies including digital creative agencies, office furniture resellers, moving and storage companies, public relations, software development, managed service providers, and small law firms in a variety of different disciplines including real estate, immigration, employment law, and intellectual property.

My range of experience makes me comfortable working in any industry, and I can quickly adapt to those I have yet to tackle. I work best with companies that do not have many advisors and love working with accountants and fractional CFO's who need additional resources and the higher focus and attention to revenue growth that I provide.

What's Next?

Please reach out to me via phone, text, or email, and let's have a "conversation for possibilities". In that 30-minute discussion, I believe I might uncover an "unconsidered need" your business is encountering. With my experience, I know that I might see something you may not have seen yourself, and together we might identify the gap between your current state of business and where you want it to be. If you like what you hear, let's define what a working engagement between us will look like.