



Business Performance  
Improvement Specialists



# How to Grow Your Company Using 7 Premeditated Steps

THE VALUE FORWARD METHOD





## A PROVEN METHOD

●● STRATEGY IS IMPORTANT, BUT EXECUTION IS BETTER. STRATEGY WITHOUT EXECUTION IS WASTED THOUGHT.

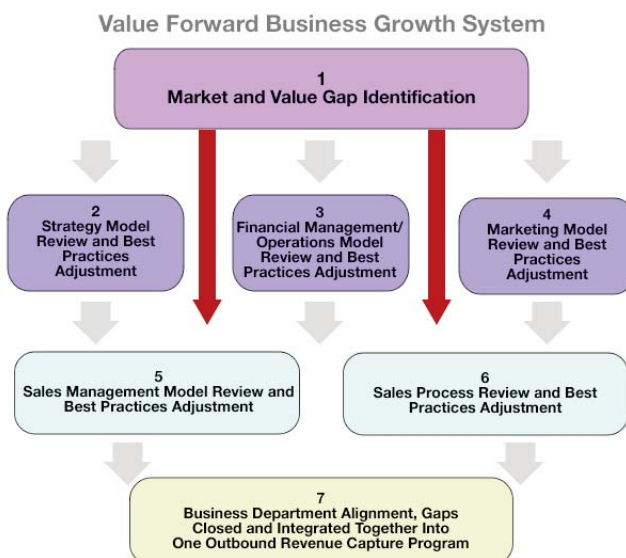
To build a replicable and scalable business model, management teams need to use a premeditated process that uses both strategic and tactical methodology focused on driving performance. The Value Forward Business Growth process is a proven approach that is based on department and company best practices where you integrate marketing, strategy, sales and financial management/operations departments into one outbound revenue capture program. Our business growth success system is separated into seven specific steps to walk you and your management team through a planned process of analysis and action steps needed to increase corporate top line revenue, reduce business operating costs and improve team performance. *Revenue capture is a company responsibility – not just the sales team’s responsibility.*

Working with your Value Forward Business Coach in tandem as a team, we will walk you through our seven specific steps. Each of these steps is sequential in design and requires you and your management team to interactively participate to move to the next business growth phase. As your coach, we will provide business growth best practice guidance, department analysis, creative input and thought process mediation to drive performance.


*Strategy is important but execution is better. Strategy without execution is just wasted thought.*

Working with you, we will help you analyze your department’s needs and then develop an action plan on how to integrate all of your company’s departments into a coordinated organization. Linking these departments will be corporate goals, key performance indicators and long-term objectives. With specific action steps identified, your Value Forward Coach will then advise you on their implementations and guide you and your team to reach your objectives.

Since 2001, The Value Forward Network has worked with hundreds of companies using our 7-step growth program. If you are a growth directed firm, then this program is for you.



## A CLOSER LOOK

 “Often, management teams both in public corporations and privately held companies measure business success through a numerical calculation of gross revenue and net profit improvement. But this is a simplistic management approach when used singularly as a success measurement. At the Value Forward Network, we define the word “growth” both from an external revenue model approach as well as from an internal assessment of business methodology of the management team’s skill sets. So true business growth and success only happens when internal management skills advance in parallel with top line revenue enlargement.”

PAUL R. DIMODICA, CEO



## THE VALUE FORWARD 7-STEP GROWTH PROGRAM

- 1 Market and Value Gap Identification**

Through a stepped process, we look at your company’s value as seen by your customers perception and analytically go through a market gap analysis of your business potential growth opportunities.
- 2 Strategy Model Review and Best Practices Adjustment**

Once we have identified your business value and gaps, we then review your company’s business strategies for your various products and/or services including pricing, distribution channels, naming and buyer positioning.
- 3 Financial Management/Operations Model Review and Best Practices Adjustment**

To manage growth, we work with executive teams assessing their current profit and loss statements and company reporting operations to identify needed leadership tools to increase financial visibility and key performance indicator management.
- 4 Marketing Model Review and Best Practices Adjustment**

Once financial reporting is balanced, marketing R.O.I., lead generation techniques, and best practice tactics are examined and deployed as needed to increase new business opportunities for the sales team.
- 5 Sales Management Model Review and Best Practices Adjustment**

During this step, accurate sales quota calculation methods and sales team metric management guidelines are developed and implemented to maximize company performance and sales team success.
- 6 Sales Process Review and Best Practices Adjustment**

We review and instruct you and your management team on revenue capture best practices and sales forecasting techniques to manage sales team members more effectively, increase data collection accuracy and increase sales team member productivity.
- 7 Business Department Alignment, Gaps Closed, Integrated Together Into One Outbound Revenue Capture Program**

Once all of these steps have been completed, we then integrate all of the previous phases into one outbound revenue capture program using a business growth scorecard as a management reporting framework. With this 7-step growth program in place, you now have a premeditated success model to take your company to the next level.





12160 N Abrams Rd, Ste 602, Dallas, TX 75243  
214.691.8846 214.691.6822 fax [WWW.STRATEGICBIZGROWTH.COM](http://WWW.STRATEGICBIZGROWTH.COM)