



# CEO COACHING

Increase corporate performance through premeditated strategies and one-on-one advisement.



**ADVANTAGE**  
Business Solutions

Business Performance  
Improvement Specialists



## **CEO LONG DISTANCE COACHING AND CORPORATE SUCCESS RETAINER PROGRAM**

**Building success through best practices knowledge and implemented action steps**

The CEO Long Distance Coaching and Corporate Success Retainer Program is designed to give CEOs and their management teams one-on-one strategic advice and executive mentoring on corporate strategy, marketing, strategic planning, sales process, sales management, operations, exit strategies, and corporate mergers. The goal of our program is to provide proactive support to CEOs to help them maximize their corporate performance and reach their goals.

Through our program, we hold scheduled weekly 1 1/2 hour telephone advisement and coaching sessions with the CEO and their team on marketing tactics, corporate strategy and sales process and methodology. Each week, we develop

specific strategic steps to complete between sessions to help the management team increase their corporate success.

Additionally, with this program, the CEO has unlimited access to the our consultants by email for one-on-one coaching between telephone conferences for advice and guidance on any business need or subject.

Depending on the goals of the client, on-site coaching, consulting and team training can be packaged with this program as needed.

***“We measure our performance according to the impact that we have in driving your business forward.”***

~ PAUL R. DIMODICA | CEO, VALUE FORWARD GROUP

Through the Value Forward Coaching program, we integrate financial management, sales process, marketing methodology, and corporate strategy into one outbound revenue growth program. The four primary sectors that we coach you on include:

### **SALES PROCESS ANALYSIS**

Through our best practices review, we help CEOs and their management teams adjust and improve their sales process to increase top line revenue capture and reduce selling costs.

### **MARKETING SYSTEMS REVIEW**

Marketing is a business asset that needs to generate an identifiable and calculable return on investment. Through our coaching, we help maximize marketing investments to increase qualified lead generation at a lower cost.

### **STRATEGY DEVELOPMENT EXAMINATION**

As business performance improvement specialists, we focus on the analysis and development of specific strategic objectives based on your corporate goals.

### **FINANCIAL MANAGEMENT ASSESSMENT**

Using our national real-time, financial databases, we review your financial metrics and give you an accurate scorecard measuring your financial statements against your competition and then give you action steps to improve the financial success of your business.

### **ADDITIONAL COACHING & ADVISEMENT TOPICS**

- ✓ Corporate Strategy
- ✓ Financial Management Analysis
- ✓ Market Gap Analysis
- ✓ Marketing
- ✓ Corporate Branding
- ✓ New Product and Services Strategy & Development
- ✓ Sales Training
- ✓ Sales Process Development
- ✓ Sales Team Management
- ✓ Sales Compensation
- ✓ Product and Services Development & Pricing
- ✓ Operations Setup and Management
- ✓ Corporate Organizational Design
- ✓ Mergers and Acquisitions
- ✓ Department Budget Development
- ✓ Strategic Planning







## ABOUT ADVANTAGE BUSINESS SOLUTIONS

Advantage Business Solutions has been assisting forward-thinking executives with integrated management planning, strategic business consulting, and dynamic financial analysis for over thirty years.

We work with CEOs, principles, and executives to create and institute the best possible business strategies and practices in order to streamline their operations and integrate the complexities of their organization into one harmonious system. Our goal is to help improve revenue, reduce risks and unnecessary expenditures, and build more effective leadership teams.

We take a team approach to advising you on the best strategic and tactical action steps needed to hit your targeted objective. Our dedicated professionals are proud to provide top-tier quality executive coaching, hands-on business management guidance, analytical financial planning, and systems integration instruction. We have built a reputation of success and a network of conscientious, experienced, and knowledgeable consultants who offer 360° Business Success Assessments and craft customizable revenue capture tactics.

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