



EXECUTIVE TEAM ADVISEMENT

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



ValueForward
BUSINESS COACHING



EXECUTIVE LONG DISTANCE ADVISEMENT AND CORPORATE SUCCESS RETAINER PROGRAM

Building success through best practices knowledge and implemented action steps

The Executive Long Distance Advise ment 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 interactively to the CEO to help them maximize their corporate performance and reach their personal goals.

Through our program, we hold scheduled weekly advise ment and coaching sessions with the CEO and their team on marketing tactics, corporate strategy and sales process and

methodology. Each week, we develop specific strate gic steps needed to be completed between sessions to help the management team increase their corpo rate success.

Additionally, with this program, the CEO has unlimited access to the Value Forward Group by email for one-on-one consulting between telephone conferences for advice and guidance on any business need or sub ject.

Depending on the goals of the client, on-site consult ing and team training can be packaged with this pro gram as needed.

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



Through the Value Forward Advisement 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 analyzation 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 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





Paul DiModica

ABOUT VALUE FORWARD GROUP

Paul DiModica is the founder and CEO of Value Forward Group and the senior practice consultant in our firm. As a bestselling author, Paul speaks internationally on technology and professional services marketing, strategy and sales best practices success methods.

Paul is editor of the world's technology largest sales, strategy and marketing strategy newsletter called **HighTechSuccess** (formerly **BDM News**) read by executives in over 110 countries.

Paul is the author of the upcoming book **High Tech CEO Success Strategies** to be released in the 4th quarter of 2010.

Prior to launching the Value Forward Group, Paul spent over 20 years in business as a Senior Vice President of Sales and Marketing, Vice President of Strategy, Vice President of Operations, Chief Operating Officer and company Founder in private, family-run and public technology, software and professional service companies with annual revenues up to \$900 million.

Paul has been featured or interviewed by the *New York Times*, *Investors Daily*, *Fox News*, *Selling Power Magazine*, *Sales and Marketing Magazine*, *CIO Magazine*, *CFO Magazine*, *Entrepreneur Magazine*, *Training Magazine*, *Marketing Magazine*, *Transport Times*, *Computer World Magazine*, *Entrepreneur Radio*, *Chicago Tribune*, *The Cleveland Sunday Paper*, *Kansas City Small Business Monthly*, *The Manager's Intelligence Report*, *Agent's Sales Journal*, *Executive Travel Magazine*, *Wisconsin Professional Journal*, *Time Compression Technologies Magazine*, *Minorities and Women Magazine*, *Broker Agent News*, *World Fence News*, *Affluent Magazine*, *Value Added Partners*, *The Merchant Magazine*, *Pennsylvania Business Central Magazine*, and many others.

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