



Flint Strategic Partners, LLC
 "Helping Your Vision and Strategy Come Together"

Entrepreneur *Biz-News*

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WHAT IS THIS THING CALLED STRATEGY?

Bill Flint, President/CEO—Flint Strategic Partners

Strategic planning is one of the most important efforts a company should undertake no matter its size. It starts with the senior leadership taking a time out from their "busy being busy" schedule to take an honest look at the business and themselves. A "current state" review of what is happening in the business and what needs to change so they can develop a competitive advantage that separates them from their competitors. The following areas that need to be discussed, reviewed and examined during the "current state" and developed for the "future state" are:

- Leadership (Vision, Mission, Values)
- People Skills, Capabilities and Needs
- Product and Service Offerings
- Markets, Customers and Competitors
- External Environment
- Sales Channels
- Revenue Growth
- Technology
- Infrastructure Needs
- Investment
- Goals, Objectives, Critical Issues, Action Plans, Implementation and Execution
- Metrics to Measure Results
- Communication of Plan to All Employees

Obviously there are lots of moving parts for each one of these areas, to take them from "words on a page" to the results you want to achieve. Most companies understand the need for a strategy but as McKinsey & Co., one of the world's largest consulting firms determined in a survey of 1,077 top companies, 90% of well-formulated strategies fail to hit their mark due to poor execution. They also found out that only about 5% of employees in a company understand the company strategy. It's a reminder that execution is a universal challenge.

McKinsey & Co. found there are three major barriers most companies need to overcome to be successful in their execution of strategy.

(continued on Page 3)

Lead and inspire people. Don't try to manage and manipulate people. Inventories can be managed but people must be lead.

~Ross Perot

WHY DO COMPANIES STRUGGLE SELLING NEW CUSTOMERS?

Bill Flint, President/CEO—Flint Strategic Partners

1. Most don't have a written plan with goals and accountability for selling new customers.
2. They lack a consistent process for prospecting and lead generation. Their strategy is more reactive than proactive with no tracking of leads or follow-up process in place.
3. There must be someone everyday sitting in front of a prospect who can say "Yes". Lots of people can say "No". You need to be talking to the people who can say "Yes."
4. Most companies have a great story to tell, but it hasn't been developed into a great **marketing message** that attracts the attention of prospects.
5. Don't use testimonials to tell their story. Testimonials are the surest route to risk removal in the mind of the prospect.
6. Sales people lack training on how to "ask the right questions" when in front of prospects. Asking questions is at the heart of sales success and establishing value with a prospect.
7. Fail to show any differentiation between their company and the prospects' current supplier. With no differentiation, it comes down to price.
8. Presentations and proposals haven't been designed to address the prospects' three major needs:
 - Improving Profitability
 - Growing Sales
 - Increasing Productivity and Efficiency
9. Need to expand their use of various sales channels. (Direct sales force, mfg. reps., telemarketing, dealers and distributors). He with the best trained army and different types of weapons in his arsenal wins.
10. Last, but not least, they don't think "Globally". That doesn't mean you have to sell in foreign countries. It just means expanding the markets or territories you are selling in. For some, this could be as simple as developing prospects in neighboring states or similar markets.



What Are The Traits of Great Entrepreneurs?

1. They have an idea they believe in that creates a passion and keeps them moving forward.
2. They sincerely love people and because of this, can lead them.
3. They take responsibility for all they do.
4. They are logical thinkers and persuasive.
5. They work hard.
6. They work smart.
7. They are good organizers and on the top of their "time management" game.
8. They make decisions but are not afraid to say they were wrong.
9. They solve problems and add value to all they do.

10. THEY ARE HONEST!!

BEING TRUTHFUL WITH YOURSELF

Organization for Entrepreneurial Development

Nothing astonishes men so much as common sense and plain dealing. -Ralph Waldo Emerson



Telling the truth is critical to being successful in business (and in life). It helps you take the right actions.

Trying to convince yourself that everything is ok when it isn't is a quick road to disaster. Successful businesspeople know and admit when things are less than perfect and get help to correct problems. Always be willing to admit mistakes and take action to correct them. Base your decisions on facts, NOT HOPE!

With Employees

Keeping your employees informed of the good and the bad "news" is just good business. People fear only what they don't know. Keeping either good or bad news to yourself more often than not will backfire and cause employee problems.

With Customers

Being honest with customers is critical to forming solid business relationships. If you can't ship - communicate! If you have a mistake, admit it and correct it. Making excuses will only make things worse.

With Vendors

Vendors are your partners and you must be clear in your dealings with them. When things are good - tell them, and when they are bad - tell them. If you have problems deal with it openly and completely.

What Is This Thing Called Strategy?

(Continued from Page 1)

Insufficient Expertise In Certain Areas:

They couldn't afford to have the right people with the experience needed in key positions, had issues with finding and keeping the right people or lacked the right training to develop the expertise needed.

Prohibitive Economics:

Small and mid-size companies find it hard to find the money to invest in new equipment or technology, pursue new markets or take on new initiatives even if it would add new revenue and profitability.

Human Nature Hurdle:

It's not only about figuring out the right things to do, but it's also about continuing to do the right things over and over again for the long term. It's the problem of knowing what to do vs. doing.

It reminds me of my promise to my wife (almost every month) that I will start my exercise and diet program. I realize how important it is to improve my health and sometimes I even start dieting and working out. However, I always seem to find excuses or I let other priorities get in the way and I don't follow through despite knowing I should.

During my business career, I have learned there are certain "Key Must Haves" for strategic planning to have a chance of being successful:

- The first big step in the process is more about "**Strategic Thinking**" vs. looking at the numbers. Strategic thinking helps you jump start the process in the correct manner. It gets the imagination working and people talking about "what ifs." People must feel free to speak their mind and not be timid.
- The leaders of the business must all be fully engaged in the strategy process and provide input. This cannot just be the President's vision.
- You need an experienced facilitator from outside your company to lead you and your team through the strategic planning process. Someone with an unbiased opinion and years of successful leadership experience.
- You need to consider both internal and external issues and events.
- Set aside a realistic amount of time. This is something you do not rush because your future depends on it.
- Work hard to develop a distinctive strategy which does not mirror your competitors.
- Communicate the plan to all employees



in the company. Help them understand how their actions help the strategy come together.

- Goals, action plans and implementation plans with who is responsible are developed, worked and reviewed monthly.
- Remember this is a "living document", not something that sits on a shelf and pulled out once a year.
- Goals established must be measured and tracked. Monthly meetings are held to hold yourselves accountable for what you agreed upon. If things aren't working or you receive new information, you must be willing to change your strategy.
- Strategic planning is not an event and must be revisited to make adjustments and see if your vision still holds true. The world does change and your strategy should reflect that.

Other reasons why companies find it hard to develop a strategy:

You're Too Busy:

If your business is too busy to develop a strategy, this is exactly why it needs one. Strategy will help you focus on the activities and direction that can bring the most positive impact to your business results. It will help you reduce the fire drills that create much of the unnecessary work you're wasting your time and energy on. It will help you and your leadership work "on the business, not just in the business".

You Don't Have The Experience Or Budget To Get Help To Develop Your Strategy:

One of the most productive investments you can make is to build a concise strategy that helps you make the most of the resources you already have. Working on a strategy will also reveal new sources of revenue and ways to improve your

operations, give you improved profitability and improve your sense of direction for the future. Using an experienced resource from the outside as a facilitator in developing your strategy is a key step in building a successful strategy. Whether you use Flint Strategic Partners or one of many other excellent business advisors, I recommend you find someone from the outside to help you. It's the same reason surgeons wouldn't operate on themselves. They want an unbiased and fresh set of eyes helping them.

You Are Doing Fine...You Don't See the Need:

Yes, where people don't see a need it makes it difficult to take an honest look at your business and work on strategy. Ask yourself this, why are the biggest, most successful and most profitable companies in the world taking the time to work on strategy? Because, it's what helped them become more successful and keeps them on their toes so they won't settle into complacency. It's why great sports teams keep working harder after a successful season. They know winning the championship one year doesn't guarantee they will win it again.

Strategy development isn't easy, but neither is being in business in today's ever-changing world. By developing your strategy and keeping it up to date, this can keep you ahead of the competition. It can help you jump start the results you always wanted to achieve and react quicker to change in the marketplace. It can bring your team members into alignment with the actions your business needs and their commitment to implementation. It promotes teamwork throughout the company and brings everyone together on the same page so they know where the company is headed. It's an opportunity to develop a rhythm for your business, establish expectations and create a new momentum that will improve your company's results today and for the future.

START NOW, There's no time like the present.

WHAT IS MARKETING RESEARCH?

Eric Leaman - Organization For Entrepreneurial Development



“The secret to success is - finding out where the people are going and get there first.” - Mark Twain

It’s finding out what catches customers’ attention by observing their actions and drawing conclusions from what you see. To put it more formally, in the words of the American Marketing Association, marketing research is “the systematic gathering, recording, and analyzing of data to identify opportunities and problems relating to the marketing of goods and services.”

Marketing research is an organized way of finding objective answers to questions every business must answer to succeed:

- Who are my customers and potential customers?
- What kind of people are they?
- Can and will they buy?
- Am I offering the kinds of goods or services they want - at the best place, at the best time, and in the right amounts?
- Are my prices consistent with what buyers view as the products value?
- Are my promotional programs working?
- What do customers think of my business?
- How does my business compare with my competitors?

Marketing research is not a perfect science; it deals with people and their constantly changing likes and dislikes which can be affected by hundreds of influences, many of which simply can’t be identified. Marketing research does, however, try to learn about markets scientifically. That simply, is to gather facts in an orderly, objective way; to find out how things are, not how you think they are or would like them to be; what people want to buy, not just what you want to sell them.

Why Do It?

It’s tough - impossible - to sell people what they don’t want. (Remember the Nehru jacket?) That’s pretty obvious. Just as obvious is the fact that nothing could be simpler than selling people what they do want. Big business has to conduct market research to find that out. The same reason holds for small business.

Business owners often have a “feel” for their customers - their markets - that comes from years of experience. Experience can be a two-edged sword, though, since it comprises a tremendous mass of facts acquired at random over a number of years.

Information about markets gained from long experience may no longer be timely enough to base selling decisions on. In addition, some “facts” may be vague, misleading impressions or folk tales of the “everybody knows that...” variety.

Marketing research focuses and organizes marketing information. It ensures that such information is timely. It provides what you need to:

- Reduce business risks
- Spot problems and potential problems in your current market
- Identify and profit from sales opportunities

LEADERSHIP CONCEPTS

- ➔ FOCUS ON RAISING THE BAR, EXCEEDING WHAT IS AVERAGE OR WHAT IS EXPECTED.
- ➔ DREAM BIG.
- ➔ REPLACE BEING “AS GOOD AS YOU HAVE TO BE” WITH BEING “AS GOOD AS YOU CAN BE”.
- ➔ DEVELOP AND IMPLEMENT A VISION THAT IS **CLEAR, SPECIFIC AND BOLD**.
- ➔ CAREFUL NOT TO TELL PEOPLE WHY AN IDEA WILL NOT WORK BEFORE FULLY PONDERING IT THEMSELVES.
- ➔ IF A COMMITMENT DOES NOT HAVE AN ACCOMPANYING TARGET DATE, THERE WILL BE NO RESULTS. DON’T LET PEOPLE VIEW IT AS A “WELL, WE MIGHT GET AROUND TO THAT SOME DAY” PROPOSITION.
- ➔ CONSTANTLY AND CONSISTENTLY ASSESS THE STRENGTHS OF THEIR TEAMS. WHEN THE JAR IS SHAKEN, YOU CAN TRULY SEE WHAT’S INSIDE.
- ➔ DO NOT EVER LET STRUCTURE OR PROTOCOL DICTATE THEIR COURSE OF ACTION.
- ➔ LEAD WITH **FUN AND EXCITEMENT**.

PUT THESE ESTATE PLANNING MOVES TO WORK

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Like everyone else, you want to leave a legacy. To make it happen, though, you need to do some estate planning.

First and foremost, communicate your wishes in writing. This means you need to draw up the appropriate legal documents, such as a will and a living trust.

You’ll also want to position your investments to benefit your heirs. For example, you can stretch your IRA to extend its key benefit — tax-deferred earnings — for succeeding generations.

In addition, you’ll want to establish a power of attorney and health care directive while you’re still healthy.

To make these and other moves, you’ll need to assemble a team of professionals, including your tax, legal and financial advisors. So get the help you need, take your time and develop the estate plans that can protect your family.

HUSBANDS...WIVES...IN BUSINESS TOGETHER

Eric Leaman - Organization For Entrepreneurial Development



It can be tough having to deal with a partner in business. It can be even tougher when that partner is your spouse. The result can be pure craziness or business bliss.

There are drawbacks: Companies can be torn apart if the unique relationship between husband and wife takes a bad turn. Misunderstandings can bring marital troubles into the organization, eventually resulting in business failure. Just as bad, the business can become a pawn in a divorce settlement ...mostly because it's often the single greatest asset in the marriage.

Still, the benefits can far outweigh the potential disadvantages. Couples who know how to work closely together share a unique dedication and loyalty to the success of their business. Plus, it can be exciting to work shoulder to shoulder every day with your life partner in a common purpose. Perhaps that's why husbands and wives who are successful in business together tend to enjoy peace and harmony in their personal lives as well.

If you're part of a husband and wife business partnership, here are suggestions to help ensure that both the business and the marriage continue to prosper:

- Share responsibilities. Maintain a clear and separate division of labor. Otherwise, you will end up crowding each other...and it will then be only a matter of time before problems develop.
- Keep your personal lives out of the office. Conduct yourselves professionally at all times while on company time. Public displays of affection, personal conversations or other signs of intimacy can embarrass and alienate other workers. Worse, they can disrupt the smooth flow of business.
- Keep business out of the home. Many spouse teams are so busy all day they don't have much time to talk. So they take some time after hours to catch up, unwind together and make the transition from business partners to marriage partners. After that, though, they should put business aside for the day.
- Get away with each other. Plan work-free vacations and get-away weekends so you don't ever forget you're much more than business partners.
- Get away from each other. It's unrealistic to believe that you can be side by side 24 hours a day and still maintain a healthy outlook and attitude. Develop outside interests in things that belong strictly to you.
- Capitalize on the benefits of being in business together. Maybe one of you works just 20 hours a week or splits hours between home and the office. The point is that you have the luxury of setting your own hours and planning your own schedules.

- Protect your partner's investment in you. How will your partner continue if there's an unexpected illness or death? Your needs are unique...unlike those for other business partners. Develop contingency plans to protect you both in the event of death, divorce or planned retirement.
- Meet with your attorney to draft written contingency plans. You can also meet with your financial and other professional advisors to review your unique needs and discuss your options.

The bottom line: If you and your spouse are in business together, you know that it is both challenging and invigorating. By carrying out the above suggestions, it should be even more rewarding.

COMMON FALLACIES OF STRATEGIC PLANNING

Patrick Flint - Flint Strategic Partners

Strategic Planning is Exclusively for Top Management

It has become increasingly evident in recent years that every organization needs the active involvement of all its key decision makers in order to be successful. Gaining the valuable knowledge and input from those on the front lines is vital to the process. This also gives them an ownership in the plan and ensures their commitment. Each person regardless of their position in the company must act as a "Unit CEO" and provide the best direction for that unit.

Strategic Planning is Largely Analytical

While this is sometimes the case, and analytics certainly have their role in the planning process, Strategic planning is a balance between intuition and analysis. Strategic planning is broken down into 3 main segments: Strategic Thinking, Long-Range Planning, and Tactical Planning. Each of those segments utilizes differing approaches. In the Strategic Thinking phase, teams must rely much heavier on intuition to "dream" about what they want to be and where they want to go and not worry about the feasibility. Long-Range Planning is about bridging the gap between the "big picture" and the short-term tactical planning process. It ensures the team stays focused on the same path and encourages a macro perspective. Tactical Planning is where the analytical process plays heavily. This phase is utilized to ensure that short-term results and decisions are in line with the strategic direction of the organization.

Long Range Planning is an Extrapolation of History

Traditionally, planning was heavily based on utilizing past and current experiences to project future results. Long-range planning must be seen as a dynamic process and companies must remain flexible so they are responsive to the ever changing environment around them. Historical experiences should only be used as a guideline as markets and the economy shift and change frequently. A once growing and lucrative market could now be outdated or produce minimal profits and organizations must take that into consideration when planning for the future. What may be a good direction today, could very well be the wrong direction tomorrow.

BUILDING A SUCCESSFUL AND LASTING CULTURE FOR YOUR COMPANY

Bill Flint, President/CEO - Flint Strategic Partners

The ability to build a lasting and successful culture in a business lies in the hands of its leaders. Unfortunately, many leaders want to put people in a box. A box that tells people how they should work, behave and react. They stifle the innovation, imagination, and winning spirit of their people that, if led properly, builds strength within the organization. Often times, these types of leaders see diversity as a weakness and try to develop a "my way or the highway" culture. They don't see that these differences inspire creativity and make the company culture stronger.

Building a culture is a journey; it's built by Leaders one decision, one word and one action at a time. Leaders who are successful at building a culture of strength and survival are good at:

- Seeing people as their most important asset.
- Driving positive morale and the attitudes they want to see within the company.
- Creating consistency in their actions, goal setting and treatment of people.
- Listening. They let people share their ideas. No idea is too silly or too dumb.
- Communicating often and with all levels of the organization.
- Knowing every mistake is a teachable moment.
- Creating "A Things To Achieve List" not a "Stop Doing List".
- Instilling a philosophy of "A Good Idea Doesn't Care Who Has It". This gets everyone in the company working and engaged in making their workplace better.
- Knowing how to celebrate small and large achievements.
- Not being afraid to admit they don't have all the answers.
- Realizing that developing and leading people is a never ending process. It's a journey not a one-time conference room event or an e-mail blast.
- Taking care of people creates a culture where associates take care of each other and their customers.
- Never shooting the messenger. They want people to find the mistakes and work to correct them.
- Teaching people to go from excelling in their ability to handle the daily routine, to questioning whether the routine should be done at all.
- Training, developing and building up individuals is done often.
- Realizing it's about being a steward over that which they have been entrusted. It's not about them as a leader, it's selflessness not selfishness.

Lots of companies try to empower their people to create a new and creative culture. The failure comes because the more you empower people, the more you need leaders who can set goals, targets, and define a vision that people understand, feel a part of, want to embrace and most importantly follow. If the principles I mention above are not in place, then "creating a lasting, creative, caring and successful culture" will not happen. Without it what you have are just a bunch of words on a piece of paper or a web site that sounds good but never takes hold. The company is left to "swim in a circle" and wonder why they never reached their full potential or the success they desired.

THE RIGHT ATTITUDE ... WHAT COULD WE ACHIEVE?

Bill Flint, President/CEO - Flint Strategic Partners

Having the right attitude is one of the most important things an individual can have in life or business. There is an old saying, "Life is 10% of what happens to us and 90% how we respond to it." In life and business there are many ups and downs during our journey. In many ways our attitude and how we face those ups and downs will dictate whether we succeed or fail. It is often more important than skills, education or resources. We all can remember people in our lives that had a positive attitude no matter what was happening. People liked being around them because of how they made them feel.

The positive attitude of a leader in business is one of the most powerful forces in helping a business navigate the many issues and challenges it will face. Positive attitudes attract people. They inspire people to try and accomplish new things. An attitude that is always ready to respond positively even in tough situations can change the momentum of a bad situation. It can change the results of a company and its people.

Attitude can help control uncontrollable events that often occur in business and life. The truth is, many successful people have faced more setbacks than most people. Often these set backs were seen as opportunities to learn and improve not only for themselves, but for their businesses. Positive attitudes lead us to look for the best in people. If we expect negative results we discover them in every situation and they bring us down.

A good friend of mine happened to be in Japan on a business trip during the recent earthquake and Tsunami. When he returned, he shared with me a story of how the Japanese are so positive and caring in their relationships. When he was leaving Japan the day the earthquake hit, he sat on an airplane that day for 16 hours before it could take off. When he got home he was getting phone calls and e-mails from the Japanese business people he had been with telling him how sorry they were for his ordeal. They wished he hadn't been in Japan and were more worried about him and his experience. Not once did they mention their problems with radiation or not knowing where some of their relatives were and all the issues they face and will face in the future. They worried about him and how he felt versus their feelings. People with positive attitudes face situations differently than most. They also put others before themselves. This makes me ashamed of when my attitude can turn sour just because I get caught at a red light, or I can't find where my wife put something of mine or my grandsons when they get too loud while I'm trying to watch a ballgame.

What could families, businesses, government and our nation achieve if we could bring a positive attitude to all the situations we face and the people we meet in our life's journey? What a great world this could be!!

HOW DO YOU DETERMINE PRICING...THE MILLION DOLLAR QUESTION

Bill Flint, President/CEO - Flint Strategic Partners



How to price your products and services is one of those questions leaders are constantly struggling with. Most companies view pricing as an art, science and magic all rolled into one. In today's tough business environment pricing is impacted by the following:

- Competitors who don't know what their true costs are. Remember you are always competing against some company going out of business. They just don't know it yet!
- The buyers are smarter than the sellers. They push us to lower our prices.
- Lack of real market and competitive intelligence.
- Too much capacity chasing lower volumes.
- Off-shore manufacturing that provides lower pricing.
- Shrinking customer loyalty (or at least we have come to believe that).
- Chasing the wrong prospects/customers.
- Inability to establish the customer's real wants or pain so price is left as the only weapon.
- No real strategy or discussion about pricing. It's just something the "estimating or engineering department" handles based on some cost formula accounting came up with.
- You've implemented "Panic Pricing" because your order backlog is dropping and you need to fill the hopper with orders.

In determining how to cost and price products or services, businesses usually choose from a combination of the "Five Basic Pricing Systems." They are:

1. **Cost – Driven:** You combine variable and fixed costs and convert them into unit terms and add a mark-up or margin. This system says every product or part must yield X. Most companies who price this way obtain an average cost which does not factor in differences between market segments or service levels. Usually driven by the Finance Department.

2. **Customer – Driven:** Pricing decisions are driven by what the customer is willing to pay. Usually lots of cooks involved in this pricing decision. Lots of time spent in negotiating price both internally and externally. This strategy is typically driven by the Sales Dept.
3. **Competitive – Driven:** Companies are focused on how their pricing systems stack up against the competition. It creates price wars and value is usually diluted. It's about market share and this is usually driven by Marketing Department.
4. **Production – Driven:** Price is a minor focus in this type of company. Focus is on non-price variables to attract customers. Such as quality, technical ability, brand name recognition. Price is not used strategically. This is driven by the Marketing and Manufacturing Departments.
5. **Value – Driven:** Plays up the value of the product or service to the customer. The customer answers the question, "What is it worth to me and does it provide the solution to my problem"? This strategy requires lots of customer participation. Companies that implement this type of strategy have to concentrate on certain market segments and customers. This type of strategy is typically driven by Cross-Functional teams.

So, what do companies who want to improve their margins need to review and concentrate on (not including lowering manufacturing cost, that is a given)?

- Which markets and prospects within that market do you need to pursue?
- Which opportunities do you need to focus on and how do you go after them?
- What effort, resources and people skills will you need to differentiate yourselves?
- What changes or improvements will you need to make to your products or services?
- How will you present your value proposition to a customer that creates value as a solution to their wants or needs?
- What new selling, negotiation and presentation skills will you need to implement?
- Realize that satisfying needs don't delight customers. It just satisfies them. Delighting customers brings higher margins.
- Develop a real strategy for going after opportunities. "Not a quote and hope mentality".

In the end let me say that pricing should never be done in a vacuum. As products and markets mature, pricing changes. As competitors make

moves, you have to react. As relationships with customers mature and their needs change, you will need to react. Reviewing the 5 examples of pricing, you will find that you probably use all 5 at some point depending on the situation and what is going on in your business. Pricing needs to be tied to the marketplace, the level of value you bring, the maturity of your products, what the competition is doing, yes, even your costs. In the end, the price of any product or service reflects your customers' or prospects' willingness to buy the benefit your product or service offers.

So, be the best at understanding your prospects and customers. Know the marketplace in which you compete, provide your customers with the best solutions and know your true costs. Once you understand all of the factors and how they apply to your business, the margins and profits you need will be there.

Famous Quotes *Intelligence*

A woman uses her intelligence to find reasons to support her intuition.
~Gilbert K. Chesterton

Action is the real measure of intelligence.
~Napoleon Hill

Be as smart as you can, but remember that it is always better to be wise than to be smart.
~Alan Alda

Common sense is not so common.
~Voltaire

Intelligence without ambition is a bird without wings.
~Salvador Dali

It's not that I'm so smart, it's just that I stay with problems longer.
~Albert Einstein

Smartness runs in my family. When I went to school I was so smart my teacher was in my class for five years.
~Gracie Allen

The higher (louder) the voice the smaller the intellect.
~Ernest Newman

The surest sign that intelligent life exists elsewhere in the universe is that it has never tried to contact us.
~Bill Watterson



Flint Strategic Partners, LLC

"Helping Your Vision and Strategy Come Together"

The New STANDARD

in
STRATEGIC BUSINESS
CONSULTING

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WHY CHOOSE FLINT STRATEGIC PARTNERS?

- WE ARE BUSINESS ADVISORS NOT CAREER CONSULTANTS.
- WE ARE 12 EXPERIENCED BUSINESS PROFESSIONALS WHO BRING A TOTAL OF 330 YEARS OF EXPERIENCE LEADING AND MANAGING MANUFACTURING AND SERVICE COMPANIES.
- WE DON'T JUST GIVE RECOMMENDATIONS. WE WORK WITH YOU THROUGHOUT THE IMPLEMENTATION. WE BRING THE TIME, REAL WORLD EXPERIENCE, AN "UNBIASED OPINION" AND A "FRESH SET OF EYES" TO HELP YOU SEE THE POSSIBILITIES FOR YOUR BUSINESS.
- OUR PROCESS HAS BEEN DEVELOPED TO FIT YOUR BUDGET AND TIMELINE. NO MATTER THE SIZE OF YOUR BUSINESS, YOUR MARKETS, YOUR PRODUCTS, OR YOUR SERVICES.

WE HELP YOU BUILD STRATEGIC DIRECTION

- TAKE AN HONEST LOOK AT THE CURRENT STATE OF YOUR BUSINESS AND CURRENT RESULTS. HELP YOU ASK WHY AND WHAT NEXT?
- IDENTIFY THE ISSUES AND CHALLENGES HOLDING YOU BACK.
- DEVELOP AND ALIGN YOUR STRATEGY WITH YOUR VISION AND GOALS FOR TODAY AND TOMORROW.
- BREAK DOWN THE STRATEGY INTO MEASUREABLE GOALS, OBJECTIVES, ACTIONS AND IMPLEMENTATION PLANS WITH TIMELINES FOR ACHIEVING IMPROVEMENT IN YOUR RESULTS.
- FACILITATE AND GUIDE THE PROCESS TO BRING YOUR LEADERSHIP TEAM AND PEOPLE IN AS PARTICIPANTS.
- OUR PROCESS HELPS IMPROVE INTERNAL COMMUNICATION AND CREATE BUY-IN AND COMMITMENT BY YOUR TEAM FOR THE IMPLEMENTATION AND ACCOUNTABILITY SO IT BECOMES THEIR STRATEGY AND DRIVES RESULTS.

CREATE A SUSTAINABLE REVENUE GROWTH STRATEGY

REVENUE GROWTH JUST DOESN'T HAPPEN BECAUSE YOU HAVE A GOOD PRODUCT OR SERVICE, A SALES BROCHURE AND A WEB SITE. WE HELP YOU BUILD CONSISTENT REVENUE GROWTH WITH A DISCIPLINED AND SUSTAINABLE SALES PROCESS THAT:

- PROVIDES MARKET AND INDUSTRY DATA AND INFORMATION.
- IDENTIFIES THE BEST MARKETS AND TERRITORIES FOR GROWTH.
- IMPROVEMENT IN LEAD GENERATION, PROSPECTING AND SALES OPPORTUNITIES.
- DEVELOPMENT OF A MARKETING MESSAGE THAT DIFFERENTIATES YOU FROM THE COMPETITION.
- CREATES A CUSTOMER FOCUSED SALES MESSAGE.
- ADD NEW LOW-COST SALES CHANNELS TO GROW YOUR REVENUE.
- EVALUATE SELLING AND NEGOTIATION SKILLS AND DEVELOP TRAINING FOR IMPROVED RESULTS.
- IMPLEMENTATION OF STRATEGIES AND TACTICS TO INCREASE YOUR SALES TO NEW AND EXISTING CUSTOMERS.
- ESTABLISH SALES ACTIVITY TRACKING, BENCHMARKING AND TIME MANAGEMENT IMPROVEMENTS.
- SALES COMPENSATION AND INCENTIVE ANALYSIS. IS IT BRINGING YOU THE RIGHT RESULTS?
- INSURE CUSTOMER COMMUNICATION AND CONTACT STRATEGIES ARE BEST IN CLASS.

END RESULT

A PLAN THAT IS SUSTAINABLE AND IMPROVES PERFORMANCE AND PROFITABILITY.

IT'S EASY TO GET STARTED AND DETERMINE IF OUR "WALK" AND CAPABILITIES MATCH OUR "TALK".

CALL US TODAY AT 888-395-9054 OR E-MAIL US AT [INFO@FLINTPARTNERS.COM](mailto:info@flintpartners.com) FOR A FREE NO OBLIGATION ON SITE BUSINESS ASSESSMENT.

PUT US TO THE TEST!! YOU HAVE NOTHING TO LOSE BY TALKING AND EVERYTHING TO GAIN BY LETTING US HELP IMPROVE YOUR RESULTS.

