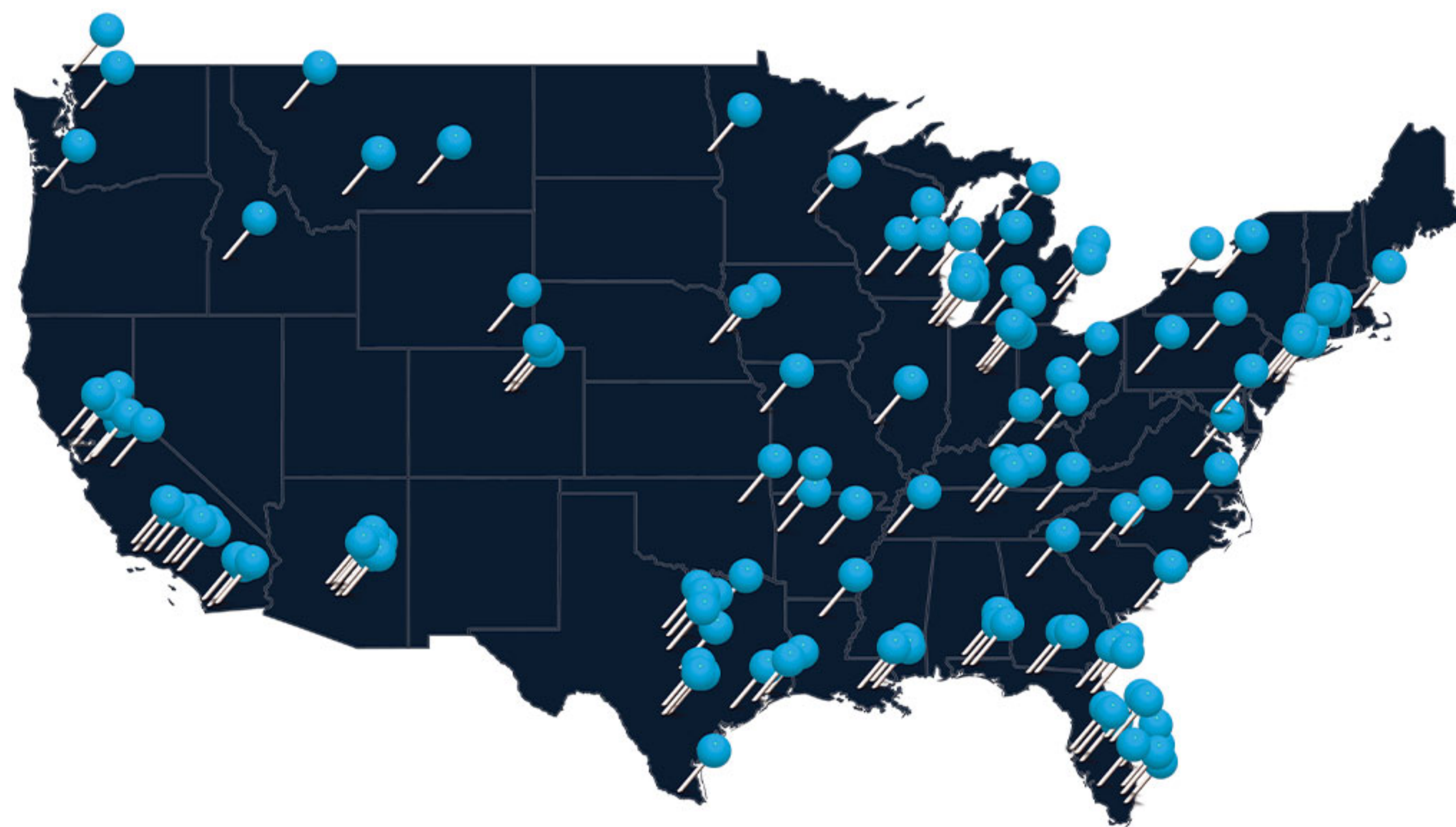


B2B CFO® & B2B EXIT®

In everything we do, we believe in improving the lives of business owners. We believe each owner is unique and important to our society. We improve their lives by understanding their goals and removing barriers that get in their way.

My Expertise Hub™ has details about my educational and professional background, however, I will do a brief recap in about 30 seconds.

Our locations are shown below. We can serve locally or virtually. Collectively, we have thousands of years of expertise customizing solutions for business owners and executives.



We Customize Solutions Using the B2B CFO® Process



Strategic Planning Snapshot™

May I ask – How do you envision your company ten years from today?

The Owner Objectives Meeting™

1. May I ask - Which of the following would help to remove the current barriers to your company's success?

- Improve cash flow
- Obtain bank loans
- Grow the company profitably
- Increase company value
- Plan Strategically
- Prepare the business to sell
- Other

2. What's stopping your company from going where you want it to go?

3. Are there other business objectives that are currently important for your company to achieve?

The Gap Diagnostic Analysis™

The next step is a complimentary Gap Diagnostic Analysis™. We meet with the person in charge of operations/accounting. This usually takes as few as 3-4 hours and includes:

1. Use our Gap Diagnostic Checklist™ to interview the key person over operations and/or accounting.
2. Look over the financial/managerial information and computer reporting systems.
3. Benchmark information against industry averages with our KPI software.
4. Create a confidential report of key conclusions.

The Strategy Session™

We need about a week to complete the Gap Diagnostic Analysis™ and reports. We then briefly meet again with the owner(s) to deliver and discuss:

1. The key conclusions observed using our Gap Diagnostic Analysis™ and KPI software.
2. Deliver and discuss the complimentary Gap Diagnostic Report™.
3. Our recommendations, if any.
4. Moving forward together in a win-win scenario, if appropriate.

The Perform & Report Method™

We work on an as-needed basis with an estimated fee that is agreed upon by the owner(s) before the engagement begins. Our written Agreement is a user-friendly document. We will:

1. Implement the agreed-upon recommendations documented in the Agreement.
2. Meet regularly with the owner(s) to discuss progress.
3. Meet with other professionals (bankers, lenders, CPAs, attorneys, TPAs, etc.), if desired and with permission.
4. Deliver a timely and continual Assessment Report to the owner(s) explaining (a) the services we have provided and (b) the quantitative/qualitative benefits provided.

This process lasts as long as the owner(s) desire, which may be a few months or a few years, depending upon our ability to provide continuous services on an as-needed and affordable basis, with no surprises to the owner(s) regarding our fees.

The Legacy Solution™

1. This step starts with the owner(s) sharing the future vision of the ideal sale or transfer of their company.
2. Starting this step involves advanced consulting that includes *The Exit Strategy Handbook* and The Exit Strategy Dashboard.

Our book, *The Exit Strategy Handbook, 6th edition*, has important educational information regarding this step and can be purchased from our website store.

