



# GET THE HELP YOU NEED TO **GROW** YOUR BUSINESS!

## PROBLEM

- Are you working too many hours at the office?
- Can't meet your revenue numbers—or payroll?
- Have stagnant sales—no growth?
- Don't know how to fix the issues, or don't have the resources?

Perhaps you should consider help...

## ALTERNATIVES

- **Do nothing.** You could plug along, doing the same thing but expecting different results (sounds insane).
- **Hire.** You could hire additional help—but you may not even know what the REAL issue is. Or you may not know the right skill set to look for—so you hire the wrong person (and create *another* headache).
- **Big Consulting Firm.** You could hire a big consulting firm like McKinsey, Bain or Accenture—but you pay outrageous rates (much of it for executive overhead) and usually get a junior rep—cutting their teeth at your expense.

So what should you do? *Perhaps you should consider...*



Acme has helped some of the nation's most successful companies. The Acme team uses the only operational approach born at MIT, accepted by NACVA and over 50% of NIST economic offices, and is **PROVEN** to produce excellent results—quickly and affordably.

There are **FIVE** main reasons to consider Acme:

### 1. BEST METHODOLOGY

Acme uses one of the industry's BEST and PROVEN methodologies—from CoreValue® (born at MIT) to uncover the core problems or inefficiencies your business is facing – and show you what they are worth if you fix them.

- **Measures 18 Value Drivers.** Evaluates the 18 critical drivers (operations, sales & marketing, brand, senior management, recurring revenue, etc.) that reveal the strength *or holes* within your current business.
- **Peer Comparisons.** Uses industry databases with *real* numbers from



*actual* sold businesses within your industry to determine your company's value now, as well as what it "could" be worth if you addressed the problems and inefficiencies.

- **Standardized, Holistic Process.** We analyze the totality of your company's operational areas and leverage best practices from assessment through execution to maximize results.

### 2. BEST ANALYSIS

Acme will help you identify the RIGHT areas to work on first that will help you get the *most* value.

- **Quick & Affordable.** The free up-front initial assessment only takes about 15 minutes and you get a valuable, detailed report with actionable steps—just for participating. The 2<sup>nd</sup> tier assessment is usually conducted as part of the formal engagement, but it still only takes 60-90 minutes and is incredibly thorough.
- **Deep Dive Analysis.** The analysis typically includes a value gap analysis, shows the increase in value over time for completed tasks, includes a 'What If?' scenario to test changes, benchmarking, CoreValue rating, plus an analytics report, KPIs and more.

*"...showed us what to focus on to confidently achieve sustainability and scalability."*

### 3. BEST RESULTS

You get a plan of action that includes detailed tasks—ready to execute. Plus, you get help to get it done right... and grow your company to the next level.

- **Most Detailed Reports.** In addition to calculating your potential business value and rating your operations, your report benchmarks you against your best performing peers. You will clearly see the risks to your company, how to fix them, and what your company could be worth after implementation.

*“...an excellent management tool for highlighting key elements of our business that are opportunities for improvement.”*

- **Value Gap.** Determines what your business would sell for today, and what it COULD be worth—based on market data showing what the *best* run businesses actually sell for.
- The report includes the detailed steps to improve business to get the highest value—so you can improve profits now and later.
- **Workbook.** Includes a workbook of specific tasks to increase company strength and value; and tracks the increased value you create over time. The actionable plan guides you through implementing best practices, strengthening operations and building value.

### 4. FULL SERVICE

Once we've identified what to work on, we can help you with (**list your specific services**). In addition, what we don't do personally, we can help connect you with our network of other specialist we have pre-vetted and worked with—and we can manage them, or have you connect with them directly—whatever you prefer. These can include help with marketing, sales, taxes, HR, legal, etc.

### 5. ROI BASED - What Can You Expect?

- This process has increased value by over \$4.2 billion for the companies that have used it—the average company has grown by 27%.
- The assessment shows the holes in your operations. We do not even engage unless we can SHOW you a significantly greater return than the cost.

- We generate a complete list of actionable recommendations and each item calculates an associated ROI. Then we pick the area with the greatest potential ROI and get started.
- On average, you should get a 10x return for your dollars spent.

**Affordable.** Plus, ACME is the Price Performance LEADER—producing *similar results* as some of the best-known consultants in the industry (Ernst and Young, Bain, McKinsey, Accenture, etc.) *without* having to pay for the high executive overhead.

**Easy and FREE to get started.** Free assessment. Free report. There is NO cost and you get a valuable, actionable Executive Report—in minutes. The report shows what you are worth, what you could be worth, and how to get there—for free.

Born at MIT, taught by NACVA, seen in the American City Business Journal—the **Acme** approach has generated over \$4.2 billion in growth.



The actionable plan helps you invest in the process, seeing immediate progress, tangible milestones and the ROI for the work we do.

### WHAT'S HOLDING YOU BACK?

Now that you can see some of the advantages of working with **ACME**, what's holding you back?

Imagine, going home on time (and seeing your family awake), sleeping soundly through the night, waking up... *excited* to get to work and build your business. Feel the reduced stress as you focus on a detailed plan that is proven to grow your

**“Now, we're not just a more profitable company, we're a more valuable company.”**

Chris Hovan & Damorow Jones



If we see a good fit and we can prove value, then our job is to guide you through the steps and help you get your return quickly.

**Motivating and Exciting.** The initial assessment provides hope and excitement about your direction and re-energizes your business. The focus is on operations, not financials, with lots of client interaction—clients love it!

business. You have hope and work is fun again! Life is good!

### WHAT NEXT?

- Call us at (XXX)XXX-XXXX
- Visit [www.yourcompany.com/landingpage](http://www.yourcompany.com/landingpage)

