



Business Acceleration Programs

I HAVE SEVERAL CONSULTING PACKAGES AVAILABLE TO GUIDE SMALL BUSINESSES IN REACHING A SUCCESSFUL SUSTAINABLE BUSINESS.

STRATEGIC EVALUATION - STARTING AT \$4400.USD

One of the most critical forms of business function is having a focused strategic plan. Where is your business today, and where do you plan your business to be in the future? As your advisor, I assist you in creating a blueprint to establish the direction your company will take in the long term and create a map that defines the direction your company will take in the short term to fulfill your long-term plans.

This plan includes measurements to ensure goals are financially manageable and profitable and can be feasibly reached with current resources and financial assets. In addition, a variety of business areas are evaluated, including but not limited to operational projects, marketing strategies, technology requirements, and human resources alignment with the business vision.

This review is a high-level review of all of your business functions. I assist you in determining that your long-term goals are attainable, competitive within the market, and profitable. For example, which revenue will you target? How many customers are required to meet this goal, and where are they located?

EMAIL ME TODAY FOR AN INTRODUCTORY MEETING: [INFO@DARLENEZIEBELL.COM](mailto:info@darleneziebell.com)



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BUSINESS ACCELERATION - CONTINUED

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MARKETING STRATEGY REVIEW - STARTING AT \$3500. USD

Evaluating your current marketing plan for decreasing churn rates and increasing conversion rates is the purpose of this business function. This review may lead to designing a new system for increasing qualified leads and reducing the number of unqualified leads.

Aligning the marketing goals with the company's long-term strategy with a robust marketing funnel is linked to this plan.

I assist you in considering novel ideas for more advantageous marketing processes, identifying new demographic data, and/or creating a buyer persona plan associated with different marketing regions. In addition, I offer you insights on how to increase sales or help build an enterprise to forecast sales when moving into new areas or markets and building strategies to export to your marketing and brand management advisors.

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OPERATIONAL ANALYSIS - STARTING AT \$3500. USD

Together, in this business function, we determine if your current business operations align to meet your short-term and long-term strategic goals. In this function, we evaluate a variety of business areas. This may include hierarchy, business structure, workflows, teams, intra or inter-departmental issues within the company, or strategic alliances.

Optimizing or tweaking the business hierarchy ensuring alignment with the company's strategic goals. Altering or revising human team structures may assist with operating the business efficiently, generating more profitability.

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BUILDING VALUE FOR AN EXIT- STARTING AT \$3500. USD

Knowing when to exit a business is equally essential as learning how to create and expand a business. When it's time for an owner to depart, is there business value to a buyer? Creating value in a business can be achieved by various methods.

Evaluating current cost and revenue structures are the basis for this review. Which cost departments can be streamlined and with revenue channels can be improved?

Which exit strategy provides the most value? During this process, we will evaluate several exit options: Employee Stock Option Programs, Mergers, Direct Sale, Initial Public Offering, or Liquidation.

Planning for an exit is an essential and one step any business owner can take. Unfortunately, there is very little room for error and replanning as other phases of strategically managing a business. Therefore, if there is any time a business owner decides to depart their business, they should plan an exit strategy as soon as possible to receive the most value.

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