



AJM

- Serial Entrepreneur
- I Am the Future YOU !!!
- Been THERE...Done THAT!
- Member of New Mexico Angels
- Investor in SMBs
- Built And Sold Multiple Businesses
- Expert At Founder-led Organizations
- Operating Partner To Private Equity
- Fractional CEO to Numerous Businesses
- Turn Around Expert
- Entrepreneurial Advocate
- Business Reverse Engineer



WORDS OF WISDOM

Perspectives From Decades Of Building, Growing, Supporting, Selling, Buying Businesses Just Like Yours.....



ENTREPRENEURIAL FOCUS





WHAT WE DO....

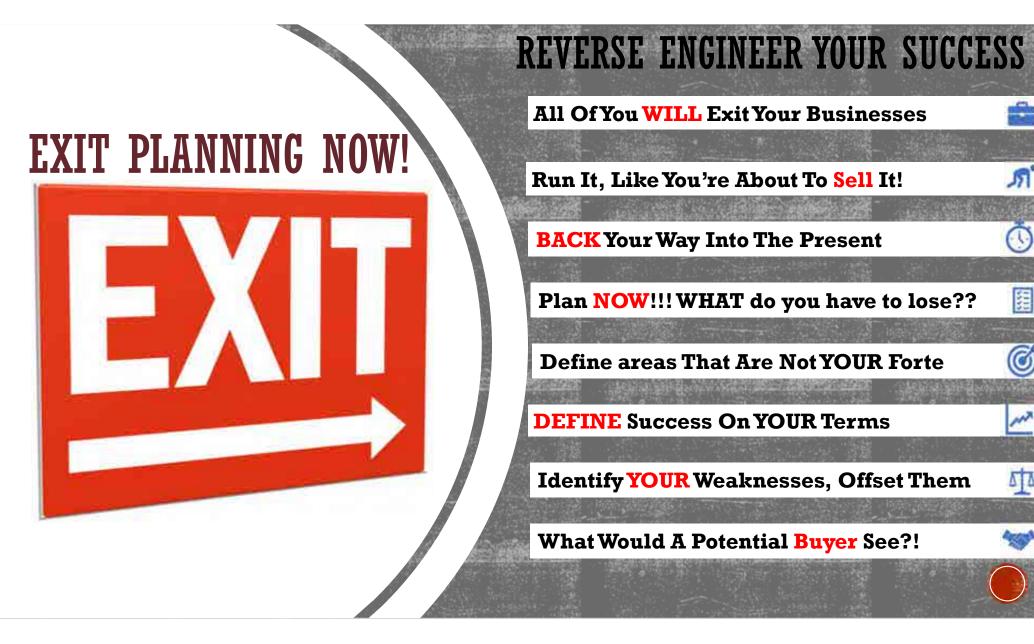
Study, Coach, Consult Entrepreneurs

Business Turnaround Expert

Fractional Leadership for Entrepreneurs

Research, Define, and Teach Entrepreneurial Business Best Practices (EBBB)

> Support SMB Investors for Maximum R.O.I.



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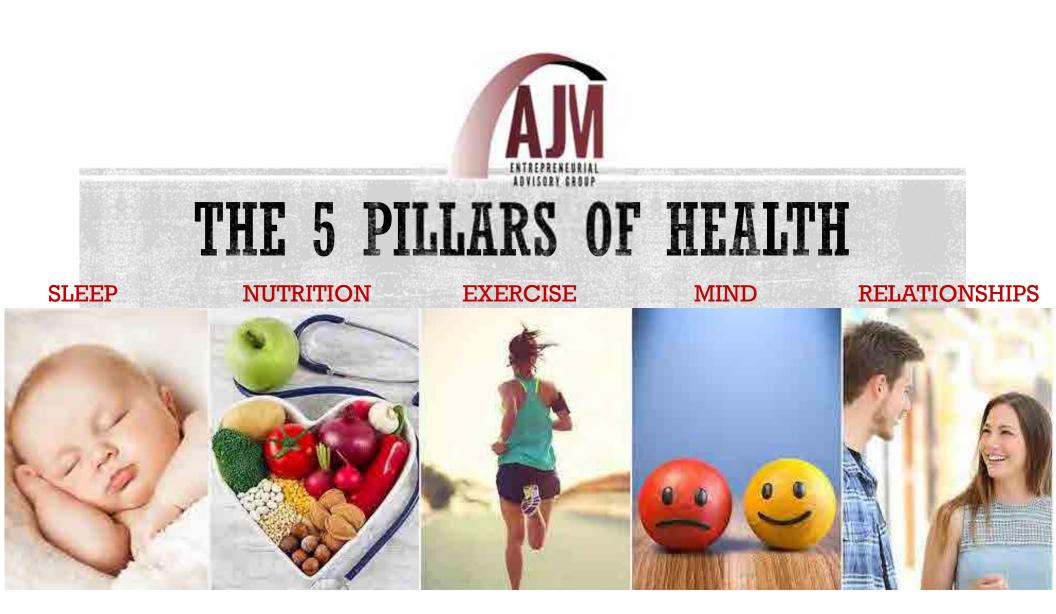
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7 <u>ESSENTIAL</u> ENTREPRENEURIA SUCCESS PILLARS

Your Finances

Your People

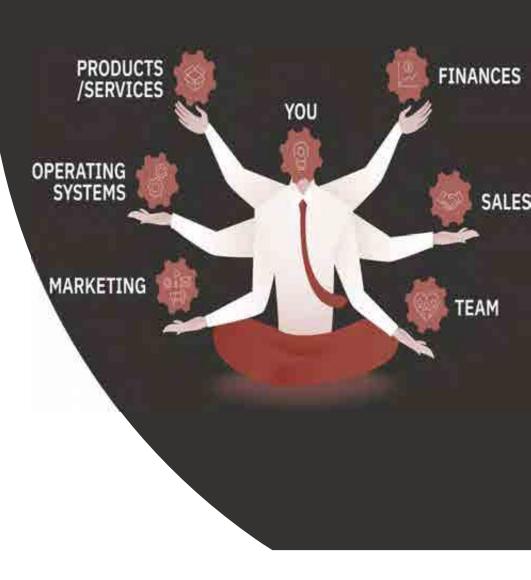
Your Products/ Services

Your Marketing

Your Sales

Your Business Systems/ Processes

YOU!!!!





YOUR FINANCES

- Financial Management
- Budgeting
- Cash Flow Management
- Access To Capital
- COGs (Cost of Goods)
- Continuity Income Channels
- Lower Expenses

KNOW...UNDERSTAND...LEAD...BY YOUR NUMBERS



YOUR PEOPLE

Hiring Employees Firing Employees Empowering Employees Timing Of Hiring Compensation Training Talent Assessment

YOUR PRODUCTS/ SERVICES

Viability

Value Proposition

Quality Control

Margins

Diversity

Pricing

Lifetime Value

Customer Support

Sales Strategy

Competitiveness

YOUR MARKETING

- Stay In Your Lane! Market Insights
- Latest, Greatest-itis
- USP
- Copy
- Intimacy With Customers

MESSAGE

- Database Engagement
- Consistency
- **Evergreen Strategies**
- Resources (Funds, Time, Expertise)

Everything in Business is Marketing and Marketing is Everything

BENEWHARK

TARGET

		TOUR SALES
	COMMITMENT	• Commit to letting others sell your product so YOU can focus on the macro sides of the business.
	CREATE A SALES PROCESS	• Step by step sales system set in place
	COMMISSION PLAN	• Create a competitive and advantageous commission plan.
	HIRE HUNGRY PEOPLE	• Choose people that represent your values, aligned with who your customers.
2	INVEST IN RESOURCES	• Invest in tools to enable salespeople with the necessary information to work efficiently and ultimately more successful.
	SET GOALS	• Define your expectations clearly and often.
F	INSPECT WHAT YOU EXPECT	• You are a partner to the sales process. Inspect progress, process, results
	CREATE A POSITIVE CULTURE	• A rising tide lifts all ships
	MAKE IT FUN!	• Ease tensions and raise morale.

YOUR BUSINESS OPERATING SYSTEMS

Critical steps to making your business sustainable and repeatable , freeing you to focus on what fuels YOU

- Documentation
- Policies
- Procedures
- Recorded systems
- Checks and balances



YOU!

Are the single biggest factor in the success or failure of your business!

- Your vision
- Your life balance
- Your focus
- Your abilities
- Your weaknesses
- Self doubt
- Time management
- CHANGE MANAGEMENT

A.J.'S WORDS OF WISDOM

- Define YOUR Success!
- Define your lane!
- STAY in your lane!
- Run it, like you're going to sell it!
- Never sit still!
- Balance your life!
- Focus on what you suck at!
- Build repeatable systems!
- Don't put your eggs in one basket!
- Be **INTIMATE** with your customers!

- Know your numbers!
- Recruit people smarter than you!
- Consider a virtual model!
- Automate as much as possible!
- Be open to outsourcing!
- CRMs are your friends!
- It's not rocket science!
- It's always a people business!
- Trust.... but verify!
- Give more than you take!

ENJOY THE RIDE! /WW.AJMADVISORYGROUP.COI





A Taste Of Our Commitment To Helping YOU And YOUR Business Define The Right Path To Achieve Success As YOU Define It.





