



## *Growth Advisors to Small and Mid-Sized Businesses*

### **Growth Myths:**

“If I grow sales, the rest will take care of itself.”

“If we build it they will come.”

“Increasing sales will always improve cash flow.”

### **Growth Facts:**

“60% of start-up companies don't make it to their 5<sup>th</sup> year.”

“Of the companies that make it past their 5<sup>th</sup> year, 50% don't make it to ten.”

“The majority of the reasons for business failures relate to un-managed growth.”



Do you really want to rely on luck to grow your business?

### **Business Reality**

Most companies want to grow. But whether it's top line growth through increased market share, geographic reach, or new product lines, or whether it's bottom line growth through increased margins, operating efficiencies, or cost control, growth doesn't always result in the desired outcome. Some companies are successful and some fail.

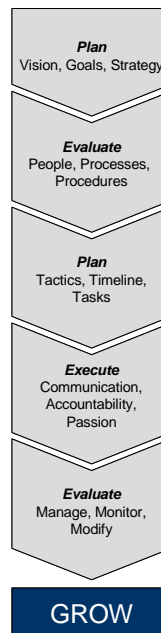
### **The Formula**

What's so special about the companies that make it? Do they have some secret to success? We at SMB don't think so. There's a formula for successful growth and we believe we know what it is: “ $p^2 + e^3$ ”.

### **The Approach**

SMB has taken 20 years of seeing what works, as well as what doesn't, and distilled it to a 5 step process that sets SMART\* goals, develops effective strategies and drives them down to actionable tasks.

(\*SMART – Specific, Measurable, Achievable, Relevant, Time-Bound)



We also recognize that a game plan is only as good as its execution and that the business environment is not static, so we incorporate *project management techniques* in our process to keep the execution moving and to provide feedback loops to make adjustments as the environment changes.



Put growth in your pocket

Balance is another key component of our process. Think for a moment of a business as a stool with three legs: Sales, Operations, and Finance (the 3 main functions of any business). If just one or two of the legs are lengthened (grown), what happens to the stool? It falls over! Therefore, strategies for maintaining *balance* are integrated into the process.

In short, we have designed our approach to growth to provide a *structured* and *balanced* methodology that significantly reduces the risks associated with growing a company.

*Give us a call and let us introduce you to our formula for success.*

*“ $p^2 + e^3$ ”  
The formula for successful growth*

*SMB Growth Management Advisors*



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### **Structured, Balanced Approach to Growth**

#### **What SMB provides:**

- Methodology  
5 phase, structured and balanced approach to growth
- Templates  
Tested deliverables that facilitate decisions and focus the organization
- Project Management  
Ongoing oversight to keep the organization on track
- Expertise  
Veteran business people that have “been there and done that” to guide the organization

#### **Advantages:**

- Initial assessment at no charge
- Fixed price contract (*you know upfront what the cost will be*)
- Increased chance for success (*reduced risk associated with growth*)
- Results, not theory (*emphasis on implementation / execution*)