

Partner-Ally

Partner Playbook

WHAT DOES PARTNER-ALLY PROVIDE?

- Create value for the small business owner that does not require their direct involvement in day-to-day operations
 - Build a proficient leadership team
 - Implement foundational systems and process
 - Alleviate the owner from drudgery
- Support for small business owners through coaching and/or consulting

HOW IS PARTNER-ALLY DIFFERENT?

- Holistic assessment by someone who understands small business ownership and the challenges that come with it
- Account for the small business owner's vision and entrepreneurial journey
- Bring real-life experience around small business growth and pain points as a business owner

WHAT POTENTIAL CLIENTS MIGHT SAY

- I am not getting the value I hoped for when I started my business
- The business feels out of control and inconsistent
- My leadership team is not accomplishing our objectives
- I do not have a plan to exit day-to-day operations of the company
- We are having a hard time attracting and engaging team members
- The growth of the company seems to sit squarely on my shoulders

AN IDEAL CLIENT FOR PARTNER-ALLY

- Owner currently operating business
- Post revenue through operations
- Reaching for long-term growth
- Team of 10-60 FTE
- Leadership open to learning & development
- Service based - Professional, Technical, Digital, Trade/Contractor
- US Based, ideally Western US

AN IDEAL REFERRAL PARTNER FOR PARTNER-ALLY

- Bankers, CPA, CFO and financial advisors
- Support Service Providers for Small Businesses
- Discipline specific experts or consultants
- Due diligence support for business sale or funding
- Advisors for Business owners planning for succession

HOW CAN I FIND OUT MORE?

- Additional information on the website <https://partner-ally.com/>
- More about Dan <https://www.linkedin.com/in/dan-norton-leadership/>
- Schedule time at <https://calendly.com/djnorton/learn-partner-ally>

I appreciate you taking the time to review this information and for your efforts in connecting me to those who might benefit from a relationship with Partner-Ally. To contact me please reach out via email dan@partner-ally.com

Thanks -Dan Norton