

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
 - Building a proficient leadership team
 - Foundational systems and process
 - Alleviate the owner from drudgery
- Support for small business owners on their entrepreneurial journey
- Create functional resources that are tailored to that business, no works of art

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

INDICATORS THEY MAY NEED PARTNER-ALLY

- Extended duration since holistic assessment of the business took place
- Business is growing faster than their systems can keep up with
- Business is not achieving the strategic goals or KPI
- Leadership Team stuck micro-managing
- Owner not receiving the value they want back from their business
- Owner directly involved with many aspects of the business

AN IDEAL CLIENT FOR PARTNER-ALLY

- Owner currently operating business
- Post revenue through operations
- Reaching for long-term growth
- Team of 5-200 FTE
- Leadership open to learning & development
- Service based or service focused product
- US Based, ideally PST

AN IDEAL REFERRAL PARTNER FOR PARTNER-ALLY

- Bankers, CPA, CFO and financial advisors
- Business Valuers and Brokers
- 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/>
- On Alignable <https://www.alignable.com/lake-forest-park-wa/partner-ally>
- 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