

What's important to business today?

- 1) **Communication** - promoting open and broad communication so we never hear "the right hand doesn't know what the left hand is doing".
- 2) **Team building / culture improvement** by getting the top people in the company onboard with a "people centric" view of leadership that can filter down and improve employee morale, trust, and faith in the company.
- 3) **Trim up project quoting and project management** system to make it less expensive, time consuming, and less prone to mistakes as they take and fill orders. (PDT System - Project Development Team)
- 4) **Boost the companies' "share of mind"** in their target markets so they are getting more calls and regarded by their customers as best in the world. Hold the company accountable for fulfilling their promises and delivering how they should.
- 5) **Grow the company** into a more profitable enterprise that dominates their target markets nationwide and internationally if appropriate.
- 6) **Teach a 21st century approach** of sales and marketing that makes common sense and works today leveraging relationships BUT understanding that that "alone" won't work anymore. Must be compelling to "buying teams" and the salesperson must bring added value to the customer interaction besides just peddling a product.

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