

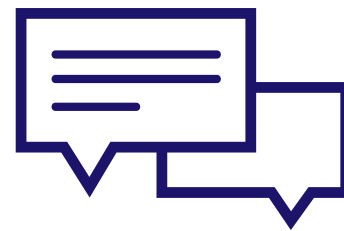
yesbiz

SMALL BUSINESS CONSULTING



WWW.YESBIZNET.COM

YESBIZ Consulting



Small Business Success!

YES! We have expertise of some of the top small business consultants in the country to help our customers grow your business.

YESBIZ has enlisted the help of consultants that have been helping small business for more than 10 years and the YESBIZ Assist program shows business owners how, through an innovative, consulting program. Our service, consisting of Fortune 500 consultants with expertise in every facet of business, that focuses solely on small businesses – is now FREE with your annual contract between our companies.

YBA helps business owners understand the keys to success depend on consistently generating revenues, controlling costs, and increasing throughput. To do that, a small business must have a game-plan, create a set of repeatable processes, streamline operations, and have the resources to do its work.

We are pleased to provide this program at no cost to you as a valued business partner. We want to help you grow and be there every step of the way.

3 for Success

A small business must do three things successfully: 1) generates revenue, 2) lowers costs, and 3) increases “throughput” – do more work for less. To do that, businesses must have a Game Plan, follow proven Processes to execute their game-plan, install Technology Tools to automate processes, and have the Resources to do the work.

YESBIZ Assist helps small business owners sell more, spend less, and produce more across their entire business. Below is a list of the services YESBIZ uses to fulfill that promise.

Strategy / Game-plan

Most small businesses don't have a defined strategy: what they sell, who they sell to, how to be profitable, how to differentiate from competitors, and how to do the work. It is actually not hard and can be done quickly. YESBIZ creates a simple plan for the entire business:

- Business Plan
- Marketing Programs
- Financial Structure
- Operations Manual
- Product Design, Improvement, Extension

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Sales and Marketing

Every small business does marketing, but there is an adage that goes “60% of all marketing is wasted. The trick is knowing what the 60% is”. In today’s world, a small business needs to be able to generate new leads, convert them to customers, and keep them. The most critical elements, which YESBIZ provides, are:

- Lead Generation
- Sales Execution
- Website / Mobile Development
- Social Media
- Digital Marketing

Finance

An owner has to know how profitable the business is. YESBIZ shows clients how to do:

- Book keeping
- Record Keeping
- Accounting
- Cash management and planning
- Budgeting and Forecasting
- Estimating
- Profit Analysis, at the customer and job level

Professional Services and Support

There are certain specialized skills small business owners can’t expect to handle themselves. YESBIZ provides low-cost experts to handle these critical parts of a business:

- Legal
- Accounting
- Technology / Help Desk
- HR: Benefits, Compliance, Compensation, Hiring/Firing
- Payroll
- Virtual Assistant
- Blog/Content/Thought Leadership



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Technology / Tools

The best way to produce more work for less money is to automate. YESBIZ provides both the tools, and the training, for key automation tools:

- CRM (Customer Relationship Management)
- Accounting / Book keeping
- Email / Text Platforms
- Web Hosting
- Video / Call Service
- Work Management / Workflow
- Social Media Management
- File Sharing / Data Back-up
- Customer Service

Cost-Savings

Every business can reduce its expenses. YESBIZ show business owners how and where to cut costs, without hurting the business:

- Insurance
- Utilities
- Phone / Internet
- Office Supplies
- Equipment
- Payment Processing
- Payroll
- Staffing
- Debt Service



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CASE STUDIES:

YES Success Business Assist has helped more than 200 clients. To follow are recent case studies of success stories.

EXPRESS LAWN

Problem: Wants to grow, but not enough time, people, resources

Diagnosis:

- Owner can't continue to "touch" every job to insure quality
- Bidding-to-execution process too inconsistent
- Too many small jobs at low prices

Prescription

- Use a workflow system to oversee work, quality
- Streamline bidding, book-keeping, and internal operations to save time
- Eliminate low profit work; increase commercial accounts

Cure:

- Install workflow system, integrates bidding-to-execution
- Job-level profitability, eliminate small jobs
- Create marketing program to secure commercial (property management and HOA) clients
- Create Policies and Procedures for employees to dictate quality processes



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CASE STUDIES:

FIRST SYSTEMS, INC.

Problem: Strong topline growth, but shrinking margins

Diagnosis:

- 40% of business has gross margin of 5% or less
- Payroll expense 65% of revenue
- “Other” expenses nearly 20% of revenue

Prescription

- Automate low-margin business
- Reduce payroll by 20%
- Aggressively reduce non-core expenses by 50%

Cure:

- Install on-line ordering system, eliminate all human touch. Re-deploy FT employee
- Convert contract workers to payroll employees
- Identified and eliminated \$4,000 per month in telecom, utility, and rental expense



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CASE STUDIES:

WILCO PRECISION TOOLING

Problem: Cash shortage, inconsistent sales

Diagnosis:

- Debt service and tax plan consuming 75% of monthly revenue
- Owner relied on WOM for all new business

Prescription

- Re-structure debt terms; re-negotiate IRS tax repayment plan
- Build a marketing plan to proactively generate new business

Cure:

- Because no financial system, company over-reported payroll, over-paid (not under-paid) 941 taxes
- Job-level profitability, eliminate bad projects, reduce staff 15%
- Create social media lead generation program. Secured new client in 2 weeks (Re-hired laid off worker)
- Created Employee Handbook as a result of layoff



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CASE STUDIES:

BATTERY XCHANGE INC.

Problem: : Launching Series A capital raise, needed business plan and financial model

Diagnosis:

- **Management had never created investor-ready business plan or “pitch deck”**
- **Financial model did not accurately reflect industry assumptions**
- **Management did not have operation experience to build internal systems**

Prescription

- **Create business plan and financial model**
- **Develop internal operating system**
- **Form Board of Advisors to fill expertise gaps**

Cure:

- **Wrote business plan, with integrated financial forecast**
- **Installed Director of Operations; worked with Dir of Operations to build internal processes**
- **Identified Board of Advisors candidates**

