



## Product & Service Overview



### What is an Executive Summary Engagement?

A best practices plan that enables a company to quickly optimize the sales process and reduce business risk. This is a joint exercise where Alliance Group International and your organization engage, to review critical business areas associated with generating new sales revenue to identify leakages and areas to be improved. We focus on:

- Defining and validating your vision for new customer acquisition
- Identifying sales leakages and failure points
- Developing a comprehensive go to market roadmap
- Establishing clear metrics and success measures
- Leveraging best practices to generate more new revenue

### What is the value of an Executive Summary Engagement?

This engagement sets your organization up for success. We validate the processes that are working efficiently and identify areas of improvement. We are focused on optimal performance. We bring to your organization:

- 3rd party expert perspective and objectivity built into all recommendations
- 18 years of best practice
- Proven revenue models and roadmaps that reduce risk
- Unique solution plans are based on each company's scenario
- Sales and marketing processes are optimized

### How do we engage with your organization?

- AGI requests specific information and reviews
- AGI submits prioritized series of steps and timelines
- Information and documentation review
- AGI executive(s) at client site for executive interviews
- AGI team reviews and collaborates on information gathered
- AGI shares initial findings and receives additional client input

### Deliverables:

- AGI submits draft report and recommendations
- AGI submits prioritized next steps, road map and roll out timeline

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