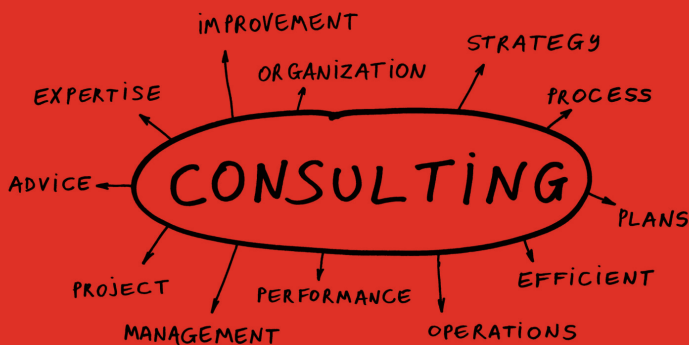




CONSULTANT VALUE PROPOSITION:

Whether you are a private individual or firm, you are stretched with the day-to-day needs of helping your customers. Many of them could use sales help, but you are not sure how to go about assisting them. Enter Business Betterments. Having worked directly in practically every aspect of business from field sales to the executive level with full P&L, Board and turnaround experience, we empathize with the issues and needs you deal with. Utilizing our holistic, disciplined and systematic approach to sales, you will eliminate those issues, while helping improve performance for all and adding value to your clients. The results are sustainable improvements in predictability, revenue growth and profitability for both you and your clients!



WE HAVE THE SOLUTION:

Using our proprietary web-based program, you can help your clients implement and measure sales performance that results in sustainable improvements in predictability, revenue growth and profitability.

There are no up-front costs and our program removes all the pain points felt by you and your clients, so go ahead...differentiate yourself and increase revenue!

OUR APPROACH: You have the relationships with your clients and many of them need help with the sales discipline. We provide you with exclusive access to a product that enables you to help them and in turn, improve your revenue stream and perceived value. We offer our GENREV! program for you to implement, or if you prefer, we will work with you (the customer is yours).

OPPORTUNITY POTENTIAL? This is a **\$5.6B** served US market with an annual growth rate of **6.8%**.

YOU STRUGGLE WITH THESE ISSUES:

- Innovative ways to differentiate yourself in the marketplace.
- New revenue streams.
- Gaining customer confidence.

SHOCKING SALES STATS!:

- 57%** of B2B customers & prospects do not believe their sales force is prepared for the first meeting.
- 72%** of executive buyers say salespeople are not prepared to answer questions.
- Only **55%** of salespeople meet their forecast quota.
- 80%** of sales require 5 follow ups; **44%** give up after one!

Let's get together to determine how we can help you secure some of it!

www.businessbetterments.com

612.412.1341