

# Business is not black and white

Business is always full of challenges. Drawing upon decades of worldwide experience across a variety of industries and economic environments, we help organizations like yours to intelligently overcome them.

We'll roll up our sleeves as part of your team, to deliver results. You can count on us — from translating your vision into goals, strategies and plans, to helping you deploy the best processes, resources, technologies and policies. We'll even mentor and train your team.

“We cannot solve problems by using the same kind of thinking that created them.”

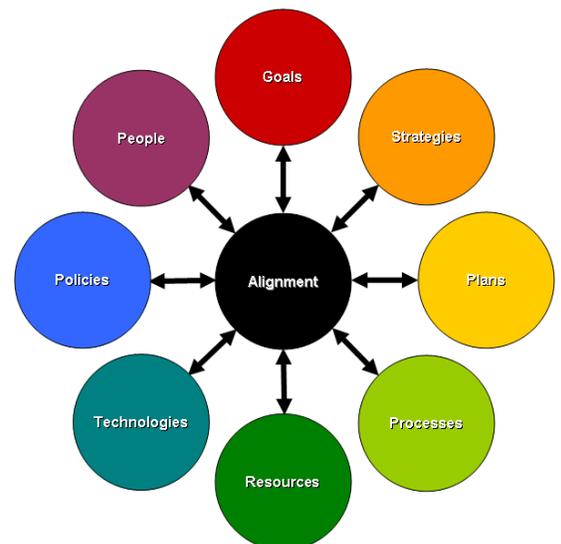
— Albert Einstein

Call us today, and experience the difference.

Advisory and Implementation Services:  
 Business Audits • Strategies • Plans • BPM Initiatives • Turnarounds & Restructuring • Marketing Machines • CRM & Sales • Technology Initiatives • Internationalization • Global Sourcing • Business & Project Funding • Interim Management • Mentoring • Training

- ★ *Align your strategies and plans with your business goals*
- ★ *Identify the value drivers for future growth*
- ★ *Build optimal business, marketing and sales processes*
- ★ *Establish metrics and KPIs for smarter management*
- ★ *Reposition or restructure and reorganize to gain competitive advantage*
- ★ *Balance profitability and market momentum*
- ★ *Improve ROI and systematically advance business growth and profitability*
- ★ *Measurably improve the quality and quantity of sales leads*
- ★ *Improve closing ratios and overall sales force performance*
- ★ *Turn the Internet into a competitive advantage, by unleashing its power as a customer acquisition and relationship management tool*
- ★ *Leverage the latest tools and technologies to understand and deliver what customers really want*
- ★ *Evaluate and improve marketing processes for increased customer acquisition and retention*
- ★ *Develop and execute an international strategy*
- ★ *Infuse cost containment into the 'DNA' of the company*
- ★ *Gain competitive advantage through global sourcing*
- ★ *Make more accurate, objective and consistent decisions*
- ★ *Develop effective operating policies and reporting guidelines*
- ★ *Determine funding paths and structure offerings for private placement, acquisition, merger, loans, grants or IPO*
- ★ *Build offering memorandums, executive summaries, business plans, presentations and investor packages*
- ★ *Train, mentor and support your management, marketing and sales teams*

The eight dimensions of any organization are its Goals, Strategies, Plans, Processes, Resources, Technologies, Policies and People. When these are properly aligned the organization experiences an improvement in overall business performance, that can be measured by extraordinary growth in revenue, profit and the lifetime duration and value of customer relationships.



The TBM Corporate Alignment Model™



We have distilled our expertise into a unique *business analysis toolkit*. With this toolkit, we put your business through one of the most stringent, yet non-intrusive, business and process audits ever. An audit that runs through hundreds of customized checkpoints and enables us to identify and zoom in on your strengths and weaknesses.

We combine an open-ended interview-scoring technique with an inferential consolidation process that translates the responses to measures on a scale. Then we assemble a comprehensive list of action items, for you, by running an analysis derived from our own experiences.

This provides us with a rapid, yet thorough understanding of your business and your reality. It gives us the knowledge we need, to help you deal with the challenges facing the business.

*What should be your business strategy?*

*What investments need to be made in future growth value of the business?*

*Is there a multi-year focus on goals, strategies and investments?*

*If you were to re-build the company today, what would it look like?*

*How do you make continuous improvements?*

*What are the key performance indicators you need to establish for an effective BPM initiative?*

*How do you differentiate in order to gain tactical competitive advantage?*

*What is the balance between profitability and maintaining the momentum of customer acquisition?*

*How can you increase your lead flow and revenues? Today?*

## About TBM

TBM is an American management consulting company that consistently delivers extraordinary solutions to complex business problems.

Drawing upon decades of worldwide experience, across a variety of industries and economic environments, our team of CXOs leverage their expertise to rapidly align goals, revenue targets, business plans, strategies, technologies, resources, policies, processes and people in order to produce sharper business results, accelerate growth and measurable competitive advantage.

Every senior consultant has held top global management and 'C' level executive positions with technology reliant public companies around the world. They have learnt how to run successful global businesses the hard way and acquired a first hand knowledge of business, processes, methods, laws, cultures, and languages, that can be rapidly leveraged to help you achieve your goals.

We've helped a number of small and large businesses just like yours worldwide. We've developed and executed strategies and business plans; raised capital; set up and grown businesses; increased sales and market share; mentored business owners; trained marketing and sales teams; established partnerships, and marketing, sales, distribution, training and support channels in over 50 countries.

When you select TBM you have the assurance of working with the best professionals, who are dedicated to helping you succeed.

Our team offers on the ground expertise in key locations around the world, including United States, Latin America, Europe, China, India and Asia Pacific.

TBM is a member of the Business Process Management Institute, New Jersey Technology Council and a registered federal government contractor. We endorse the code of ethics of the Better Business Bureau.

### GUARANTEE

If we fail to deliver what we promise, we will refund your money. No excuses. No fine print. No gimmicks. It's that simple!