| TABLE OF CONTENTS |
|-------------------|-------------|
| Business Details  | 3           |
| Branding Information | 4         |
| Company History | 7           |
| Product & Service Information | 9       |
| Mission Statement | 11          |
| About the Founder & CEO | 11       |
| Business Partnerships | 16        |
| Social Media Statistics | 18       |
| Reach & Impact | 19           |
| Strategic Advisor Board Podcast | 20      |
| SAB Podcast TOP Interviews | 21      |
| As Seen On | 23           |
| Press Release | 25           |
| Top 10 Interview Questions | 26     |
| Jason’s Top Interviews | 27      |
| Testimonials & Case Studies | 31     |

THIS IS THE START OF TAKING YOUR BUSINESS TO THE NEXT LEVEL
<table>
<thead>
<tr>
<th>NAME</th>
<th>STRATEGIC ADVISOR BOARD, LLC</th>
</tr>
</thead>
<tbody>
<tr>
<td>STATUS</td>
<td>Good Standing</td>
</tr>
<tr>
<td>ID NUMBER</td>
<td>20211398715</td>
</tr>
<tr>
<td>FORMATION DATE</td>
<td>3/20/2017</td>
</tr>
<tr>
<td>FORM</td>
<td>Limited Liability Company</td>
</tr>
<tr>
<td>JURISDICTION</td>
<td>Colorado</td>
</tr>
</tbody>
</table>

| NAME                      | INCORP SERVICES, INC.        |
| PRINCIPAL ADDRESS         | 36 South 18th Avenue, Suite D Brighton, CO 80601, United States |
COMPANY HISTORY

Foundation of the Strategic Advisor Board  In 2016, I had a vision of creating a company that could help small businesses grow and thrive. I didn’t want to disable them with fees before we even got started, and I also wanted businesses to keep the revenue they had already generated on their own.

But, I wanted to help businesses grow and take a larger piece of the marketplace. My vision was to be the opposite of the huge consulting firms and create custom solutions that resulted in Rapid Revenue for small businesses. We wouldn’t get paid unless we helped create a result.

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
I continued the course, and we have helped hundreds of companies shift and pivot and grow. The Strategic Advisor Board was forged out of the sheer desire to be different, to go left when everyone else was going right. To disrupt the market and shift the “consulting model” into a more streamlined company that helps small businesses get results.

The focus is on the business, the immediate needs of the business in its stage of development, and the long-term strategy to create robust growth within the company.

I surrounded myself with experts in other areas of business so we can provide the best solutions for our clients. The best part is that we have a trusted network of business service providers under the Strategic Advisory Board (SAB) umbrella to fulfill the steps in the strategy. The SAB is your business growth authority and solutions resource center.

Our reason is very simple. We have all been through the yo-yo of business ownership. My design allows us to help business owners finally put down the yo-yo and surround themselves with ten professional working CEOs who have been there and done that, who have gone through the challenges of ownership and came out successful on the other side.
Ten CEOs in the SAB are powerful leaders in their own business brought together under one umbrella to provide the best growth strategy and path for small businesses. The collective experience in the SAB established their business growth model in many different interactions with their clients. Not only does the SAB identify a comprehensive growth strategy for businesses, but we also partner with the business owners to execute the strategy through the short-term strategy and the long-term goals.

The SAB is focused on custom solutions and strong relationships. The power of the SAB is in the diversity in the background and approach within the board. The differing backgrounds of the board members enable the strategies to be articulated for businesses at any stage, but in particular, those businesses that have grown and are sustainable and ready to begin reaching a larger audience, engaging more clients in their business, and are ready to create additional streams of revenue in their business.

An all-inclusive strategy map adjusts with the needs of each business to grow and scale the movement of the marketplace. The additional power of the SAB comes from the network of trusted partners to help businesses execute the strategy.

With over 300 Strategic Partners in the SAB, the guesswork is taken out of the planning and how to implement the solutions.

The Rapid Revenue and Results model acts like a model airplane. There is your vision of the completed product, a clearly articulated, step-by-step process to help you achieve that vision, all of the necessary pieces of the model, the tools needed to put together the pieces, and the glue that holds everything together to finally complete the product. The SAB acts in a similar way.
That framework serves as the guiding path for a business to follow. Then, the step-by-step process to generate quick revenue to pay for their next stage of growth. Next, we implement the strategies to help achieve that vision. We use our trusted toolbox/network of trusted service providers to provide the necessary connections to implement the strategies.

THE GLUE IS THE CONSISTENT INTERACTION WITH THE SAB BOARD MEMBERS IN OUR PARTNERSHIP TO ENSURE WE ARE MOVING YOUR BUSINESS TO THE NEXT LEVEL.

We copilot the strategies with you to adapt to the changing conditions in the marketplace and ensure the business's success. The long-term strategy architecture serves as the roadmap for the business that focuses on a lasting foundation and community.

We explore strategies of how to best engage your ideal client, create a consistent base of referral partners, explore multiple revenue streams in your business, and help create your exit strategy for when you are ready to depart the business.
PRODUCT & SERVICE INFORMATION
WHAT WE DO?

THE POWER OF 10 RAPID REVENUE

We are a consulting firm that helps Businesses between $600K a year and $60 Million a year grow and scale with our Rapid Revenue Model and Customized Business Playbook. 10 High-Level CEOs Helping Your Small Business Succeed. Consulting Done Differently! Unforeseen complications, cash-flow issues, and a tidal wave of other issues cause businesses to fail every year; SAB provides you the step-by-step instructions for success. Freedom in your business and life comes through implementing a customized business playbook. Revenue turns into Generational Wealth no matter how big or small your business may be. Schedule your free interview with the world’s only consulting firm that was designed for small business by business owners just like you.

WANT TO SEE HOW YOUR BUSINESS WILL FLOURISH.

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
MISSION STATEMENT

THE STRATEGIC ADVISOR BOARD CREATES THRIVING BUSINESSES THAT SUPPORT EMPLOYEES, ENHANCE LOCAL COMMUNITIES, AND LEAVE AN IMPACT IN THE MARKETPLACE.

ABOUT THE FOUNDER & CEO

JASON MILLER

Top 3 Superpowers Hyper Growth/Hyper Scale Strategic and Operational Implementation Micro Pivots Jason is a seasoned CEO with overwhelming passion to help other business owners and CEO’s succeed.

HE WAS NICKNAMED JASON “THE BULL” MILLER BECAUSE HE TAKES NO BS AND NO EXCUSES FROM THE PEOPLE HE SERVES.

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
HE HAS MENTORED THOUSANDS OF PEOPLE OVER 2+ DECADES.

Jason major strengths are in Project Management, Hyper Company Growth, Scaling and Strategic & Operational implementation. Jason has built several companies of his own from the ground up since 2001.

Jason has a specialty in helping businesses create a passive system of income and guiding other business owners through the rough waters of “Growing” and “Scaling” their company in sequence.

Jason currently operates The Strategic Advisor Board, Miller & Company as well as other company’s with multiple brands to include a full-service Marketing Agency, Staffing Agency and a Government Contracting Branch were services can be provided for multiple agencies of the US Government. (And more).
BESTSELLING AUTHOR

Jason is a 10x International Bestselling Author and his published books have been featured at Barnes and Noble, stores worldwide and are also available on Amazon.

Jason donates all his book sales to “Homes for Hero’s” of which donations have played a part in building multiple homes for Wounded Warriors.
Jason has also been featured locally in Voyage Denver Magazine twice, Colorado’s Hidden Gems and Canvas Rebel for being one of Colorado’s most inspiring companies. He has also been featured nationally on Forbes Magazine, Entrepreneur Magazine, ABC, FOX, NBC, CBS, LA Times CEO Weekly, US Business News, Economic Insider and many more.

Jason holds an MBA in business and continues to educate himself as a life long learner.

Jason is also the creator of the famous Strategic Advisor Board Podcast “War Room Round Table” (Top 1.5% podcasts Worldwide) Where him and his co-host and prior podcast host of Entrepreneur and Inc. Magazines Podcast talk about business and how we leave a footprint.

Jason and his wife also spent a combined 25 years in the service to their country in the United States Military while simultaneously growing and scaling multiple businesses and setting them on auto pilot with the correct staffing and systems put in place.

If you need help with Hyper Growth and Scaling your company in the proper sequence that’s where Jason can assist your company to the next level.

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
Jason is married to a fabulous wife and is a proud father of 4 children and grandpa three. Jason and his family reside and run their main company headquarters in Boulder, Colorado in the stunning Rocky Mountains.

Other Companies (Brands):
- Founder / Senior Chairman - Miller & Company
- Founder / Senior Chairman - Jump Start Marketing Concepts
- Founder / Senior Chairman - The Ads Agency
- Founder / Senior Chairman - Reliable Staff Solutions
- Founder / Senior Chairman - The SOEP Group
- Principal / Chairman - Rogue Publishing Partners
- President / Principal - Pivot Magazine
- Principal / Chairman - Proshark
- Principal / Chairman - Imperium Authority
- Principal / Chairman - Jetlaunch Publishing
- Principal / Chairman - Sharing the Credit 2nd
- Chair / Board of Directors - ACA Executive Club (American Club Association)

Note:
See my tree of companies by visiting www.jasonmiller.vip

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
accounts for approximately $3 Million in charitable giving and about $7-$10 Million in Joint Venture deals per year. The Slack communities comprise of over 1000 strategic partners. They are all CEOs of every niche in the market. We create these communities to create strategic partnerships across all these niches. Creates trusted networks that they can do cross business with.

Major player in the Veteran homelessness space with Take a Vet off the Street Program. We have successfully saved over 200 Veterans in the past 5 years. We have also been responsible for the building of 2 homes for Disabled Veterans through Homes For Heros
ACA as the sitting board.
We impact internationally in over 10 different countries!

US, Canada, UK, AU, Mexico, Panama, Argentina, Italy, Monaco, Germany

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
SOCIAL MEDIA
STATISTICS

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
REACH
IMPACT

SOCIAL MEDIA
10MIL

EMAIL
10-15MIL

PODCAST REACH
8-10K

AUDIENCE

MEN
STATISTICS
60%
32-45

WOMEN
STATISTICS
40%
29-35

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
OVER 1 MILLION DOWNLOADS SINCE APRIL 2022

AUDIENCE

MEN
STATISTICS
55%
38–52

WOMEN
STATISTICS
45%
32–47

NORTH AMERICA
410K

EUROPE
26.1K

AFRICA
742

EUROPE
26.1K

ASIA
12.1K

AFRICA
742

OCEANIA
49

SOUTH AMERICA
745

NORTH AMERICA
410K

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
Robert Kiyosaki (Rich Dad, Poor Dad) Asks, What’s in Your Core? Rebar or Soft Concrete?

Superbowl Champion Chukky Okobi Talks about Success Through Life's Basic Instructions

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
CEO of SmashBurger Scott Crane on Remaining Relevant in Today’s Marketplace

Mayor Robert Nelson Encourages Young People to Just Get Out and Get Outside Their Comfort Zones
Cal Fussman Exclusive on Pivoting Through The Emotion of A Hug | Ep199 War Room Round Table

NBA All-Star James Donaldson Creating a Path to Eradicate Mental Illness and Suicide | Ep105 v2
SAN FRANCISCO, CALIFORNIA, UNITED STATES, August 9, 2022 /EINPresswire.com/ -- Andy “Jake” Jacob, CEO of DotCom Magazine interviews Jason Miller, CEO of Strategic Advisor Board for the Magazine’s Entrepreneur Spotlight Television Series, which is featured on The Binge Networks TV Channel as featured on Apple TV, Amazon TV, Sony, ROKU, Samsung, LG, and many others. Jason Miller joins other leaders selected by the editorial team of DotCom Magazine to be interviewed on the top trending show.

ABOUT Strategic Advisor Board
Growing a business fast requires special attention and focus on the customers needs, wants and desires. This means focusing on the problems to be solved that allow you as a business owner to offer a product that fills a gap in the marketplace quickly. Doing this means higher profits in your business and also higher rates of customer acquisition and customer retainability. The faster you can develop products that fill these consumer gaps the more your company will grow. This requires fast action in a rapid production mode to get ahead of your competition.
1. Are companies able to see sustainable growth in our current economy?
2. How do you view the future of business in our current climate?
3. What are some tips you would give to business owners today?
4. Is funding available for small businesses?
5. How do you define "Growth" vs "Scale"?
6. What are some of the most successful business models you have seen?
7. What are your thoughts on DEI&A?
8. Can the workforce recover from the great resignation, or is that over?
9. What is one of your most successful case studies?
10. How do you view the future of business in the next 5 years?
Strategic Leader Spotlight

WITH FORBES FORMER CONTRIBUTOR, MELANIE FINE

Economic Downturn Sees Micro-pivot Strategy

WITH AUSTRALIA’S TICKER NEWS INSIGHT

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
JASON'S TOP Interviews
CONTINUED...

Eps. 824

Jason Miller, Strategic Advisor Board
WITH SHARKPRENEUR PODCAST, SETH GREENE

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.

Jason Miller, CEO, Strategic Advisor Board
WITH A DOTCOM MAGAZINE INTERVIEW, ANDREW JACOB
Jason Miller Helps Companies Create a Winning Strategy

WITH ACTION & AMBITION PODCAST, ANDREW MILLER - FEATURED IN ENTREPRENEUR MAGAZINE

LISTEN

Strategic Advisor Board: A Team Of Ten Turning The Tables For Small Business

KARISHHMA MAGO, CONTRIBUTOR

Hidden Gems: Meet Jason Miller of Strategic Advisor Board

LOCAL STORIES
Three Ways The Brightest Business Minds Are Smart Enough To Walk Away

KATE VITASEK, CONTRIBUTOR

Jason Miller’s Strategic Advisor Board Delivering Growth Results to Entrepreneurs and Businesses

PAUL STEWART, CONTRIBUTOR

Jason Miller Serves as a Launching Pad for Small Businesses Through The Strategic Advisor Board

LEILANI ZIMMERMAN, CONTRIBUTOR
TESTIMONIALS

BETTER BUSINESS BUREAU®

GOOGLE BUSINESS

VIDEO TESTIMONIALS

CASE STUDIES

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
"The Strategic Advisor Board is an INVALUABLE asset to any business owner that is serious about growth & scale. They have the rare ability to take complex problems and instantly create simple solutions that create impact. Just as importantly - they are good folks that genuinely want to help people. I'm looking forward to taking my Digital Advertising Agency to the next level very soon with their strategic guidance."

Terry Foster – CEO
Terry Foster Consulting

5 stars
"As a business owner, you think you are doing fine, maybe with a gap here or there, once you start working with the Strategic Advisor Board, you realize just how much more you can do to make your business better. We all know how easy it is to get lost in your day-to-day functions and not take care of the future planning needs but the Strategic Advisor board team reminded me how essential it is to prepare for the next steps of growth. Work that we did together. I have a strategy in place that WILL provide for a business that will be generational (something that was very important to me) and charitable. To date, we have seen 125% growth and pathway for 10X that. My appreciation knows no bounds!"
"What we have found working with the Strategic Advisor Board 10 CEO's, besides their years of real world experience dealing with every business facet, is they genuinely care about our business and helping and guiding us to realize our potential. To add to that they are just down to earth and very easy to communicate with. Personally, with a business career spanning decades long I wish we had "found" Strategic Advisor Board years ago, would have made the journey a lot less stressful and far more productive."

Robert “Bob” Bienias – CEO
The Venders, Inc.

See all BBB Reviews Here!
"I can't say enough about the Strategic Advisor Board Team. Thanks to them and their advisement we have brought on $1M in new accounts month after month consistently. I have to say that in this modern world, with all the hype and hoopla, this team, performs."

4.5 Stars

See all BBB Reviews Here!
Todd Anderson – CEO
Mint Green Creative

"What a great Team! I have never experienced something like the Strategic Advisor Board! They have everything I need for my business and have created a community of trusted resources that is priceless to me as business owner. If you are not working with SAB, you should be!"

See all Google Reviews Here!
"The SAB is the BEST place to be if you want to grow your business! The knowledge and expertise of the team is invaluable; knowing you have a whole board of CEOs to back your growth is an incredible feeling, AND they deliver results. My business has grown bigger and faster than I ever imagined since working with them. Highly recommend!"
STRATEGIC ADVISOR BOARD
VIDEO TESTIMONIALS

Client Testimonial By Reggie Walker & David Carter, NFL Superstars & Founders of Game Within The Game

Client Testimonial By Will Black - CEO, Sharing The Credit

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
Client Testimonial By Melanie Kossan - CEO of Mountain Mama

Client Testimonial By Kevin Miller - CEO, All Approach

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
STRATEGIC ADVISOR BOARD

VIDEO TESTIMONIALS

Client Testimonial By Ivan Alvarez - Founder and CEO, Blindspot Coaching and Consulting

Client Testimonial By James "Foo" Torres - Founder and CEO, Imperium Authority
Client Testimonial By Juddene Villarin - CEO, Reliable Staff Solutions

Client Testimonial By Terry Foster - CEO, Terry Foster Consulting

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
Client Testimonial By Artie Leonard - CEO, Reliable Solar Solutions

Client Testimonial By David Lantos - CEO, Rock Solid Concepts

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
Client Testimonial By Joel Phillips - CEO, ProShark

Client Testimonial By Leanna Schwend - Owner of Yellowstone Pharmacy

If You Want to Scale Your Business and Brand to New Levels Book with Jason here.
CASE STUDY: RELIABLE SOLAR SOLUTIONS INC.
PRICED GOODS CORRECTLY AND THEIR CUSTOMERS RESPONDED

Chief Executive Officer: Artie Leonard

Video Testimonial: https://youtu.be/M0BD_SXz2rs

Reliable Solar Solutions, Inc.’s strategy was to compete on price but changing market conditions forced them into an arms race where they had to increase prices to maintain profitability. This created a problem for customers who were no longer able to buy because their profits had also decreased.

We developed our own model that took region-specific factors such as customer base size and power output requirements into account so we could offer more tailored solutions, which proved effective.

Realized Growth

- Staffing over a 5-month period: 150%
- Revenue growth over a 5-month period: 175% increase

The Pivot

To remain competitive, Reliable Solar Solutions had no choice but to adapt as market conditions changed and their internal structure became more complex. With their expertise, Reliable Solar Solutions has become one of the most trusted names in solar technologies. They offer a quick time-to-market for innovations and installations that are affordable to everyone.
As the market for Solar panels became more competitive, prices dropped, and customers responded by refusing to sign long-term contracts. They asked that indexing be done when decreases in average costs occurred so they could enjoy savings on their terms.

These are some of the reasons why customers were dissuaded from considering Reliable Solar Solutions as a solution to their solar needs:

High price assurance contracts tied discounting and sale prices with an underlying cost index decreasing over time. This strategy discouraged potential buyers by making them think about how much money they would have spent investing in other solutions like panels or batteries, which did not offer discounts but had lower upfront investment costs.

The company has found it challenging to respond promptly and creatively when faced with changes in its pricing strategy. To address this issue, we were asked by the management team to assist them in developing new approaches for dynamic market penetration and a cohesive system.

Of course, this would work best within current conditions like an "adaptive" or interactive model where they can test different strategies until one proves successful enough without going too far down any paths just yet.

**Our Approach in Segments**

We helped Reliable Solar Solutions create a new pricing strategy by taking apart their old model. We also developed multiple methods for market penetration, which were based on facts and data rather than guessing as before.

This is all because C-Suite guidance conversations allowed us to work with executives from different departments towards achieving company goals together.
CASE STUDY: Rock Solid Water Pure.
PERFORMS AN OPERATIONAL MODEL OVERHAUL THAT KICKSTARTS SALES

Chief Executive Officer: David Lantos

Video Testimonial: https://youtu.be/Qzcw-xg0HFY

Rock Solid Water Pure is reviving growth and scaling by focusing on customers and expanding its front line. Unrealized cash flow was possible by plugging in new markets and B2B consumers.

Realized Growth

- Staffing over an 8-month period: 400%
- Revenue growth over a 5-month period: 500% increase

The Pivot

With our approach, the sales team provided data-driven insights into their customers. This included patterns of behavior and unmet needs that were unique for each client to make tailored solution recommendations based on what they need most at this time—all thanks to some helpful new technology from Rock Solid Water Pure. With our help, Rock Solid Water Pure was able to reorganize its operations to serve each customer better, thus increasing profits dramatically.

Our Approach in Segments

For any business to grow, you need the right levers. For example, Rock Solid Water Pure was having difficulty winning new clients and maximizing their value with existing ones—so they reached out for help from us.
Our team designed an integrated approach that would target specific audiences based on where potential business could come from (e.g., cold calling vs. online advertising). We also helped them identify what messages were most effective at getting prospects into buying mode. It’s been a resounding success since our work started.

Rock Solid Water Pure sales efforts were inefficient. To find gaps in their distribution network, they analyzed customers by geography: consumer B2C and commercial builders/renovators, etc., finding no coverage for new construction projects from any one group alone.

The first step was analyzing Rock Solid Water Pure customer base by segmenting them into different categories such as geographic regions, such as domestic vs. international. This process allowed us to discover what opportunities could have been missed out. Only certain groups’ representatives had access to information about prospective clients, while others did not.

With data from new housing starts and commercial activity, we were able to show the company how realigning its sales resources could help it target markets more effectively. We didn’t just re-assign customer accounts. Instead, our insights included information about specific behavior patterns in each market as well as unmet needs that Rock Solid Water Pure was addressing.

Our approach was successful because it utilized relevant metrics such as residential or business revenues, which allowed us an accurate measure against other companies’ performance.

For Rock Solid Water Pure we identified an analytical model to calculate each customer’s full potential. This analysis was performed by product category and location to determine where they had the most significant opportunity to grow their business.
Based on attributes of satisfied customers fully served, Rock Solid Water Pure attentively listened to what was needed regarding their services, taking action through importation into their CRM system. This process allowed them to drive adoption from the front line and take action on these insights.

It was fascinating to see how customers had different needs and preferences regarding Rock Solid Water Pure’s customer service. For example, some accounts preferred more visits while others wanted less. These differences were based on sales data and focus groups that we conducted during our research for this project.

Introducing the new set of operational roles that would be most appropriate for the customers Rock Solid Water Pure was targeting. After consulting with us, they increased their front-line sales team by 20%. They also created additional support positions, including one focused solely on analyzing customer needs and converted those into actionable intelligence reports, allowing them to serve clients’ demands better.

Rock Solid Water Pure introduced its new front-line sales systems, it was clear that this would be a historic win for all parties involved. The company’s representatives were thrilled to adopt these innovative tools and use data analytics to strengthen connections with customers who had been missing before they were ever even aware of its existence.
CASE STUDY: TERRY FOSTER CONSULTING CREATES FIRST CLASS DIRECT MARKETING THROUGH TESTING DESIGN

Chief Executive Officer: Terry Foster

Video Testimonial: https://youtu.be/a2MjtfMnRwk

When many companies are feeling increasingly competitive, Terry Foster Consulting wanted to increase its share of high-value clients. We collaborated with them on creating experimentally designed direct marketing campaigns that increased response rates and improved profitability for all parties involved.

Realized Growth

- Staffing over a 4-month period: 10%
- Revenue growth over a 6-month period: 150% increase

The Pivot

Terry Foster Consulting has been facing increased competition from a saturated market of providers over the past few years. However, they had experienced significant growth through capitalizing on new markets and hiring us to increase their share in high-value clientele by retaining more customers.
Additionally, a challenge was winning back customers lost during this time frame due primarily because we were able to experiment with direct marketing campaigns, which may help them achieve these goals faster than anticipated before costs were incurred.

**Our Approach in Segments**

With the help of data analytics, we were able to model what would happen if our product was improved or changed. Using fractional factorial analysis instead of traditional A/B testing methods allowed us to test different variables to find out which ones have the most impact on customer response rates without uncertainty.

A second analytical tool was created to project the financial impact on all offer combinations. The Net Present Value (NPV) model was based on Terry Foster Consulting finances and used both observed conversion rates as input and modeled responses at each level for an accurate forecast of revenue potentials that can be achieved through direct marketing campaigns with different scopes or sizes—from small local businesses up to significant chains such as Walmart and Target.

This allows marketers to test new ideas without spending too much money beforehand to get valuable insights into what works best before investing heavily into production planning.

The marketing agency discovered that certain variables caused customers to respond more often than others. For example, offers with three or four times as many responses generated an original offer, and high price points did not seem appealing.
Using our advanced analytics marketing capabilities, Terry Foster Consulting was able to identify the most profitable direct campaign for rollout nationwide. We also helped them develop in-house expertise and conduct multivariate campaigns that were more successful than those before it with better results across various channels such as email or social media engagement rates per post.

We’re passionate about helping companies grow by finding out what works best when running digital advertising, not just how much you can spend but where your money should go to have maximum impact on customer acquisition.
Chief Executive Officer: Juddene Villarin

Video Testimonial: [https://youtu.be/tqcwTOz01Dw](https://youtu.be/tqcwTOz01Dw)

**Reliable Staff Solutions** had a problem with low customer loyalty and employee morale. This affected their revenue stream, so they implemented an incentive program that focused on performance instead of hours worked for employees and improved the quality of service provided.

They increased retention rates, which led directly to better business operations, including profit margins and overall sales numbers. Improved client satisfaction also translated into increased profits even sooner than expected.

**Realized Growth**

- Staffing over a 9-month period: 35%
- Revenue growth over a 2-month period: 250% increase

**The Pivot**

Reliable Staff Solutions is a renowned US-based staffing agency, known for its customer service. However, they were experiencing a decrease in revenues and needed an influx to get them through until the next season started up.
Reliable Staff Solutions was in a tough spot. The outlook for their industry and customer base was bleak, leading them to seek help from other companies that specialize in business strategy, like ours. We’re happy we could be there when they needed our expertise because it seems as though things are finally looking up, and staff defections have slowed down considerably over recent months.

The goal of our project was to find out what is driving loyalty and retention in both customers and employees. We did this by identifying key factors affecting these two metrics and then designing a strategy to reduce declining revenues while increasing top employee retention rates.

Our Approach in Segments

We identified three primary sources affecting retention and loyalty.

1. The value people get from their purchases
2. How easy it was to acquire those products or services (i.e., whether there’s an easier way)
3. Whether you feel like your investment paid off after using something and whether it comes with lasting benefits like healthier living habits

The most important thing for a company to have in their customer service strategy is understanding what makes customers tick. We talked with many current and past clients about how they make decisions on who gets helped next, and what drives them toward loyalty or away from it quicker than any other factor.

We combined this study with a larger one that examined the frontline sales managers of our client. We found that their tenure, customer satisfaction/retention rates, and profitability are all strongly correlated. The more time you spend working in these areas means greater chances for success.
The company made strategic decisions that had a significant impact on the success of its initiatives. For example, a performance-based incentive was created to increase profits and stay competitive with other companies implementing similar programs for managers. This would allow the company to control how employees perform and increase motivation through recognition and opportunities such as trips or free memberships at country clubs, depending on what type is needed.

In a short time, the new initiatives were well received and immediately impacted company culture. The pay scheme improved morale as it was more in line with what employees expect for their hard work; this led to increased sales which also helped improve training processes, among other things.

We supported these efforts by improving the business’s existing solutions while adding value through innovative thinking—all without disrupting any ongoing projects or commitments.

The innovative solutions of our team enabled us to create a single strategy that could be applied across the entire client’s business.
CASE STUDY: MERIDIAN MERCHANT SERVICES FINDS NEW AVENUES TO SUSTAINED PROFITABILITY

Chief Executive Officer: William Black, Jr.

Video Testimonial: https://youtu.be/b-BRQKWxE3A

Meridian Merchant Services needed to increase profitability and identified four key areas for cutting costs. Analysis showed that by reducing these expenditures, they would be able achieve a greater revenue over the 4-month period as compared with previous years—and it worked.

**Realized Growth**

- Staffing over a 6-month period: 125%
- Revenue growth over a 4-month period: 125% increase

**The Pivot**

Meridian Merchant Services, one of the top 25% players in the industry, operates in a scale-driven industry that was showing early signs of price pressure. This pressure was already affecting profits. Planning and decision-making have traditionally been made with a significant emphasis on “gut feel” with little actual testing or research.

This often leads to sub-optimal outcomes, as decision-makers are not taking into account all of the relevant information. A more data-driven approach would help in making informed decisions.
By working with Meridian Merchant Services, our goal was to help the company identify cost savings and revenue growth opportunities for them to be profitable. We also provided rigor to their decision-making process so they could stay competitive within their market space.

**Our Approach in Segments**

To identify cost-saving opportunities, we used process improvement strategies and methods that were fact based. Our in-depth analysis of the operation revealed many areas where improvements could be made to save money for our company while still providing excellent customer service.

- Digital advertising and call-center operations
- Purchase
- Logistics
- Business processes
- Organizational structures
- Back-office functions

Our analysis revealed four areas that could lead to improved profitability in the near, medium, and long-term. These included cost-reduction measures as well as business process improvements.

This will help them achieve their goals of becoming more profitable by adopting new technologies or methods for accomplishing work cheaply without sacrificing quality workmanship.

An additional potential avenue was globalization: opening international markets so they don’t only service American clients but also provide goods overseas service.
Chief Executive Officer: Joel Phillips

Video Testimonial: [https://youtu.be/wV8LhHnLRTM](https://youtu.be/wV8LhHnLRTM)

The company’s business saw a sudden decline in sales and market share, but with our help they were able to recover within just months. This turnaround strategy combined renewed commitment from top management across departments as well as fresh branding that was planned cross-functionally for the first time ever.

**Realized Growth**

- Staffing over a 3-month period: 80%
- Revenue growth over a 3-month period: 240% increase

**The Pivot**

Proshark, under our guidance, had been focused on profits over brand equity. The company reoriented itself to focus primarily in the industry’s core and promoted its own brands, eliminating weak resellers while also promoting stronger ones from other companies through advertising campaigns that enabled them be noticed by more customers than ever before.
Our Approach in Segments

We are focusing on the essentials. Our core brand and our most fundamental offerings will take priority over other projects for this year to best serve you as customers with an eye toward long-term success.

With our strategic planning services, we helped companies of all shapes and sizes find their voice. From developing coordinated brand strategies that allowed cross-functional groups to channel media spending toward the company’s own message; crafting tailored campaigns for each client based on what they wanted rather than just a “one size fits all” approach. This is how integrated communications can make your business grow.

The only way to get ahead in this competitive market is by taking a new approach. Partnering up with others who share your values and interests will help you stay on top.

The launch of a new brand is always an exciting event. It’s the first time that people get to experience what you have created, and this can lead them down their own path, exploring all your products or services for themselves.

The brand ambassador program is the perfect opportunity to make your company’s products and services known. This can be done through personal sales, word-of-mouth advertising, or just by creating an engaging social media presence that will draw people in who may not have heard of you before.

The relatable tone should stay consistent across all communication channels, so it feels like one big family reunion where everyone knows how much they’ve always loved each other but now finally realize what a great thing fate had planned out for them when she brought these two together at this moment.