

## FBA S2P ('Survival to Prosper') Support Programme

- ✚ How to survive & stabilize your company in today's climate **AND** also grow and take advantage of recession.....
- ✚ In mid 2008 a machine distribution company increased their sales by 118% within a 3 month period.
- ✚ In 2007 the Irish brand of a major multi-national was heading towards disaster with declining sales and low team morale. After programme implementation there was a complete turnaround in the overall company's team spirit and resultant sales over 6 months had a 40% uplift

April, 2009

Dear Managing Director / Business Owner,

In the next few minutes you will discover how a number of simple changes to the way you organize your business can immediately have a stabilizing effect in the current recession and set you on the road to growth again. And yes, all of this can be done over a number of months irrespective of the tough recessionary environment!

With over 300 + 'business years experience' behind them, the partners in Focus Business Advisers have used these techniques in both multi-nationals and SME's to help their companies not just survive recessions but to significantly grow as well! We have designed the Survival 2 Prosper Business Support Programme to be the ideal product for difficult times and applicable to SMEs at every level.

This recession puts pressure on all aspects of a business – your sales, your people and your cash; so much so that many businesses will fail. But...it doesn't have to be like this for you and your business. By adopting FBA's S2P Business Support Programme, you can survive this downturn and also grow, enabling you to be the one that stands out from the crowd when economic conditions improve.

The following shows you why you should consider adopting our Programme – and we at FBA would be more than happy to explain this in more detail once we have heard from you to book a confidential meeting with one of our partners.

*Paul Clarkin*

Managing Director

**Focus Business Advisers**

## Introducing the 'Survival 2 Prosper' Business Support Programme

This Programme will:-

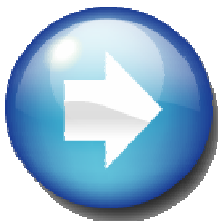
- ✓ Show you there is a way to tackle this recession
- ✓ Ease your overall worry on the business and what will happen
- ✓ Increase your confidence to cope and then prosper
- ✓ Provide you with a positive opportunity to take control and be proactive
- ✓ Give you and the business a real competitive edge
- ✓ Start a momentum through the recession and beyond
- ✓ Confirm a step up from potential disaster and a road map to future earnings

### The Axe Man Cometh - Typical 'Knee – Jerk' Reactions to Recession

We have had a 'time of plenty', so many companies will cut back in personnel, purchasing and marketing to combat recession. The immediate worry is the scale of these cutbacks. It may be fine to cut back ingrained excess which has accumulated over the last few years, but at what stage do we become like the over-zealous surgeon who ends up not just cutting out excess fat but starts cutting into bone and sinew?

Uncertain economic times provide the perfect opportunity for you to take stock of your overall business; assess the fundamentals that drive your business, make simple and informed decisions so that you weather the downturn and stay competitive in the future.

The **FBA Survival 2 Prosper Business Support Programme** is designed to focus your efforts into those key things that drive your business; cash, people and sales and create an actionable and practical plan that will help you to not only survive in today's uncertain economic climate – but to thrive!



**Take Action!**

**Contact Martin Cuppage now to book an appointment with an FBA Partner.**

**Tel: (01) 213 0888 or**

**Email: [S2P@focusbusinessadvisers.com](mailto:S2P@focusbusinessadvisers.com)**

## So what's at the core of the S2P Business Support Programme?

Here are the key features:

**Business Diagnostic** - A forensic start to finish diagnosis that effectively produces the key strategic and immediate operational issues that need addressing, all done with your key management team by our partners who cut to the chase, while keeping your team motivated and on board.

**People Evaluation/HR** - Identify strengths and weaknesses of 4 key people in your business so that you can have an established Performance Development Plan and System for them.

### **Sales & Marketing**

*Develop your Marketing for the new environment*

- ✓ *Hone the USP (Unique Selling Proposition) of your key products & services*
- ✓ *Identify your real 'Target Market' and what drives it*
- ✓ *Establish the best means to communicate & promote effectively with that target market*

*Develop your Sales process & people such that:*

- ✓ *Your sales process is restructured to maximise effectiveness*
- ✓ *You have identified the key drivers in your sales team*
- ✓ *You have an established system to monitor your sales performance*

**Finance** - A comprehensive management account system review to produce an exacting Cash Flow Plan to meet the new environment as well as KPI's to meet your new Sales & Marketing Plan.

### If These Issues Are Not Tackled

You risk your business going into a negative spiral where the economic downturn will take control away from you;

- It will be difficult to identify and prioritise the key issues in the business
- What to cut and not to cut?
- Staff will feel demotivated and uncertain
- Your own confidence to deal with the situation will slide

..... resulting in a negative downward cycle putting the whole business at risk.

### What we'll deliver for you

- ✓ A plan to beat the recession with specific implementable strategies
- ✓ Identified risks, opportunities and threats from today's environment
- ✓ 3rd party expertise that will help you make the most informed business decisions and give you and your team total confidence
- ✓ 3<sup>rd</sup> party expertise that will then "role up the sleeves" and help practically in those areas of skill which aren't your strong point
- ✓ A marketing strategy & action plan to deliver a sustainable competitive edge to your business
- ✓ An efficient structured sales process with clearly identified drivers in sales teams
- ✓ A means to motivate and maximise your team's performance
- ✓ A stress relieving finance and cash system to back up your business

### What is your investment in all of this – how much does it cost?

This is a 6 month Programme for which FBA would normally charge a fee of € 15,000 and sometimes more, depending on the issues involved in the company.

As our contribution to 'recession busting', FBA will implement this Programme for just €8,500 plus VAT over 8 months. This represents excellent value at just over €1,000 per month.

**The value of this programme lies in the totality of the process and solution (which tackles all the key areas of your business). By going to the heart of your business, we draw a plan of action that will:**

- ✓ show you a way to beat the recession,
- ✓ give you full confidence in your own leadership,
- ✓ take the worry and angst out of running your business in this time of high uncertainty.

Contact us now to book a meeting with an FBA partner. Please note that these Programmes are limited in number (due to partner availability).

*We look forward to the challenge of helping you with your recessionary challenges!*

Email FBA for an appointment now!



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