



**Echelon's Growth  
Strategy  
360™**


*Your revenues have never been higher,  
competition has never been more fierce...*

***“Despite our higher revenues,  
our profits haven't grown as much.”***

*Innovating around new areas for growth are needed...*



***“We need to build  
Sales AND Profits!”***



*Complimentary  
online assessment  
available to your  
team before any  
engagement*

## ***What is your innovation growth strategy?***

***In today's environment, now more than ever innovation and strategy  
are key components to your growth and stability. Creating a sustainable  
competitive advantage could be the key to surviving the intense  
competition***


*“In just one session we uncovered perhaps the largest potential leap our  
business could ever achieve. It pays to step back and have help in  
objectively assessing your opportunities and potential for growth.”*

Bill Custer, President of **Custer Capital**


*“Working on our sales process was valuable, but working on our  
strategy, may have been even more valuable, it is amazing what you  
can create if you step back and evaluate all the opportunities for  
growth in sales and profitability that we have throughout all of our  
business. I highly recommend Echelon and their process of  
facilitation, they really know our industry.”*

Kevin Eggerling, President of **Select Seed**

[www.EchelonManagement.com](http://www.EchelonManagement.com)



*Since 1990 working with leaders and sales teams,  
who want to accelerate sales growth  
& continuously improve performance*



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Since 1990 Echelon Management has worked with hundreds of companies to deliver the following benefits:

- Improved sales growth from focus on highest priorities with the greatest likelihood of return
- Improved positioning through your decision on strategy and where you will compete and what can be your defensible competitive advantages
- Clear and agreed upon objectives, actions, measures and role focus
- Improved team work and communication
- Reduction of management by crisis mode and improved focus on non urgent but high priority projects
- Fostering of emotional ownership throughout the company, fuller employee engagement
- Competitive awareness that leads to new sales growth through Echelon's customer depth interview process, creation of a positioning grid which is a tool your marketing, sales and management teams can use to leverage your competitive points of uniqueness, advantage, equality and weakness

## **First Steps**

The following is a 30 day Strategy 360 risk free kickoff.

The process steps:

1. Depth Interviews with your leadership, sales, top customers, lost customers for top objectives and opportunities for innovation
2. Facilitation of a strategic improvement workshop with your team at your location
  - a. Results of the initial assessment are reviewed, the strategy process is outlined
  - b. Growth areas and priorities are action planned, with accountabilities and deadlines
  - c. A continuous innovation process is implemented around the top profit improvement areas identified for your company
3. Unlimited phone and email consulting and coaching support is offered throughout the process