Services for Private Equity Firms

We Unlock GROWTH

Growth in revenue

Growth in profits

Growth in executional capabilities

Growth in shareholder wealth

As former CEOs, CSOs, CMOs, and CFOs, we identify and push the key levers that drive growth.

We deliver Top Line Growth with improved gross margins.

STANTON ASSOCIATES LLC
Management Consultants

Our Integrated Approach to Driving Growth

Sales Performance Improvement

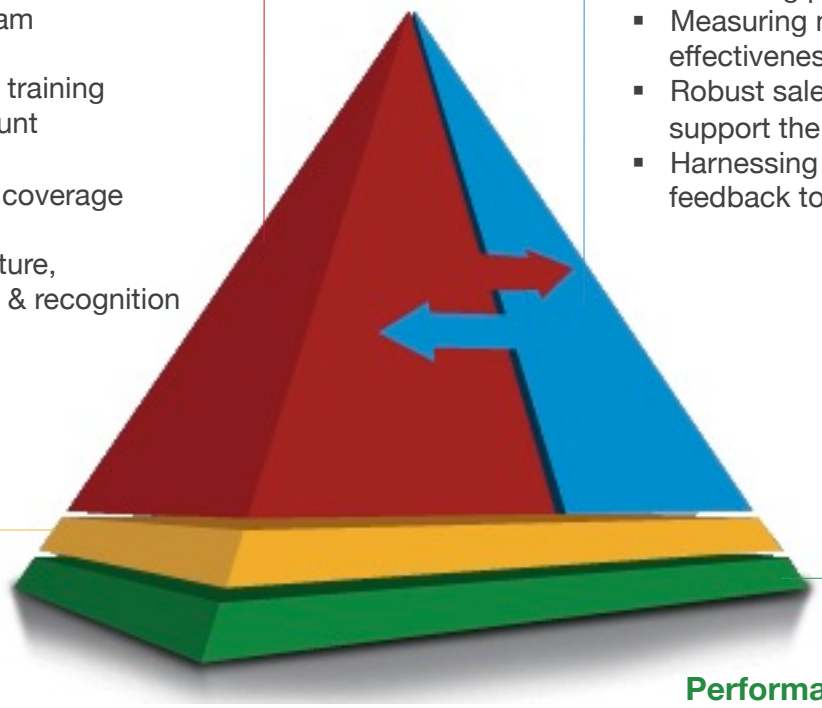
Apply our deep expertise in driving sales performance improvement. Build supporting processes and infrastructure to hit growth targets.

- Effective and consistent sales process
- Reliable sales forecasting
- Sales systems
- Leadership, team assessment
- Strategic sales training
- Strategic account management
- Effective sales coverage model
- Incentive structure, compensation, & recognition

Marketing Strategy & Execution

Strengthen marketing strategy and execution to drive demand and support the sales process.

- Market opportunity assessment
- Marketing strategy – 4P's
- Development of integrated marketing plan
- Measuring marketing effectiveness, ROI
- Robust sales toolkit to support the selling process
- Harnessing customer feedback to drive integration



Financial Analysis & Discipline

Identify and eliminate factors draining profitability and turbo-charge the most powerful contributors to revenue.

- Gross margin analysis
  For example by: product or service, customer, channel, territory, salesperson, etc.
- Optimizing cash flows
- Financial modeling and forecasting
- ROI based decision making

Performance Management

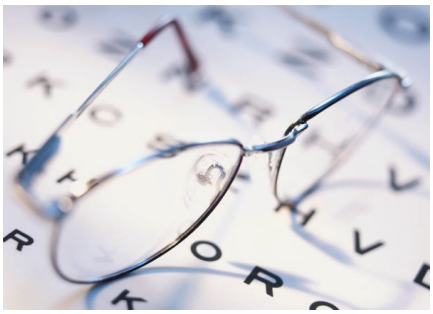
Establish business systems to set clear objectives, track key indicators and hold everyone accountable.

- Sets clear objectives
- Tracks key indicators
- Holds everyone accountable
- Key components include:
  - Management dashboards
  - Incentive compensation plans
  - Capture of key information to drive optimal business decisions

Our Integrated Approach pulls in our extensive sales and marketing experience to accelerate revenue.

Commercial Due Diligence

Our approach to due diligence is different from other consulting firms – and we believe better.



Stanton Associates goes beyond analyzing the major line items of the financial statements. We focus on customers and products/services, markets and competition.

- Is there clarity and accuracy on profitability by product, customer, channel, territory, etc?
- Is there predictability and visibility to future revenue?
- What are the opportunities for future growth with desired gross margins?
- What is the customer experience?
- How loyal are they to the Company's brand?
- What is the competitive positioning?
- Is Marketing a value add, with a known ROI?
- Does it support the sales process at each stage of the sales cycle?

We send in professionals equipped with the knowledge and experience to get to the truth quickly and effectively: People who have run companies, been worldwide head of sales, Chief Marketing Officer, etc.

So send in the accountants to check for GAAP compliance and unrecorded liabilities. But use Stanton Associates to report on potential for future growth.

Corporate Diagnostic Review

Do you know the truth?

We can find out — rapidly, powerfully, insightfully

- ✓ IDENTIFIES what needs to be done to move the company forward with growth and profitability, using a rapid analytical process.
- ✓ GRADES along 7 critical dimensions

  Strategy · Finance · Sales · Marketing · Operations · Technology · Human Capital

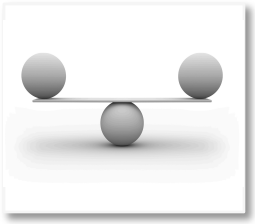
  Recognizes more than 125 areas across the different dimensions. A problem in any one of these dimensions/areas can cause the company to underperform.
- ✓ TARGETS initiatives to improve company performance.

Stanton Associates can move quickly, cutting through masses of data to identify the key issues.

Other Elements of Our Approach

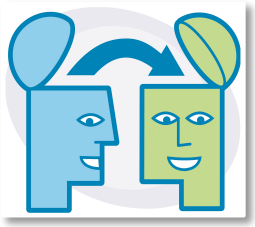
Work alongside your management team

We roll up our sleeves and get to work. As former management team members, we know what it takes to get the job done.



Maintain a balance between strategy and execution

We think strategically, while taking the necessary tactical actions. You don't want to be running fast in the wrong direction.



Build the team's executional capabilities

Develop organizational and individual capabilities that will propel company performance long after we leave.

About Us

Seasoned Professionals
who have served on the executive side of the desk for both public and private companies.

Former positions held:
CEO, COO, CFO
Head of Sales
Head of Marketing

Extensive Background
at some of the world's greatest companies.

GE, HP, Siemens, McKinsey, Andersen, Ernst & Young

Broad Industry Experience
with sweet spots in:

- Technology
- Media & Entertainment
- Manufacturing & Distribution
- Business Services
- Financial Services

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Delivering solutions for growth and profitability