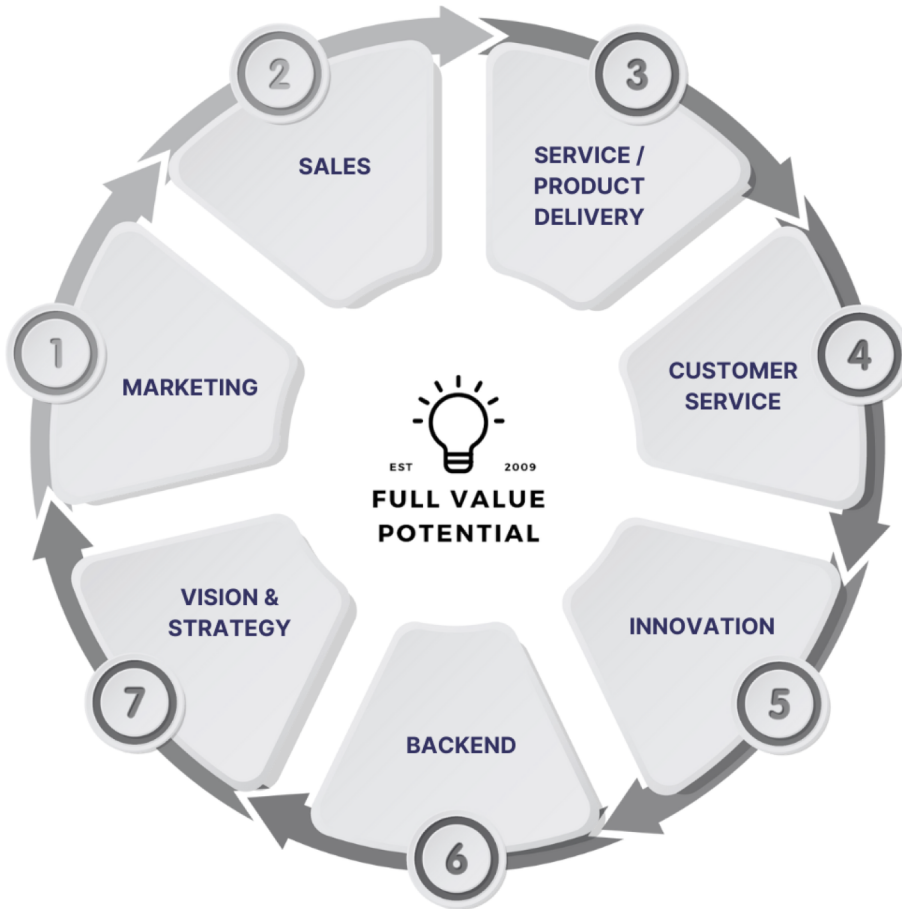


What does *Full Value Potential* mean for your business?

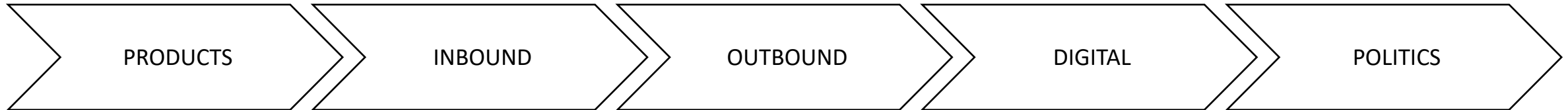


The Discovery Process Wheel is an industry agnostic business assessment and diagnostic tool. It has been refined over 15 years developing business models, plans, and operations for businesses of every size and stage. While each element is important to comprehensively explore, it is also important to analyze how each element compliments the next. We call it a wheel because it needs to be well rounded to move forward and work efficiently and effectively.

This Discovery Assessment Wheel brings about Situation Awareness to make sound business decisions. It can be used Daily, Weekly, Monthly, or Quarterly to help you with Business Strategy and Business Operations.

The next slides review each spoke of the wheel in greater depth. It is highly recommended to go through this Discovery Process with a Full Value Potential specialist for best results.

MARKETING



- WHAT IS THE CURRENT PRODUCT / SERVICE ASSORTMENT?
- HOW ARE PRODUCTS PRICED?
- WHAT SORT OF UPSELLING AND CROSS SELLING IS INVOLVED?
- WHERE ARE PRODUCTS ACCESSIBLE AND FOR WHOM?

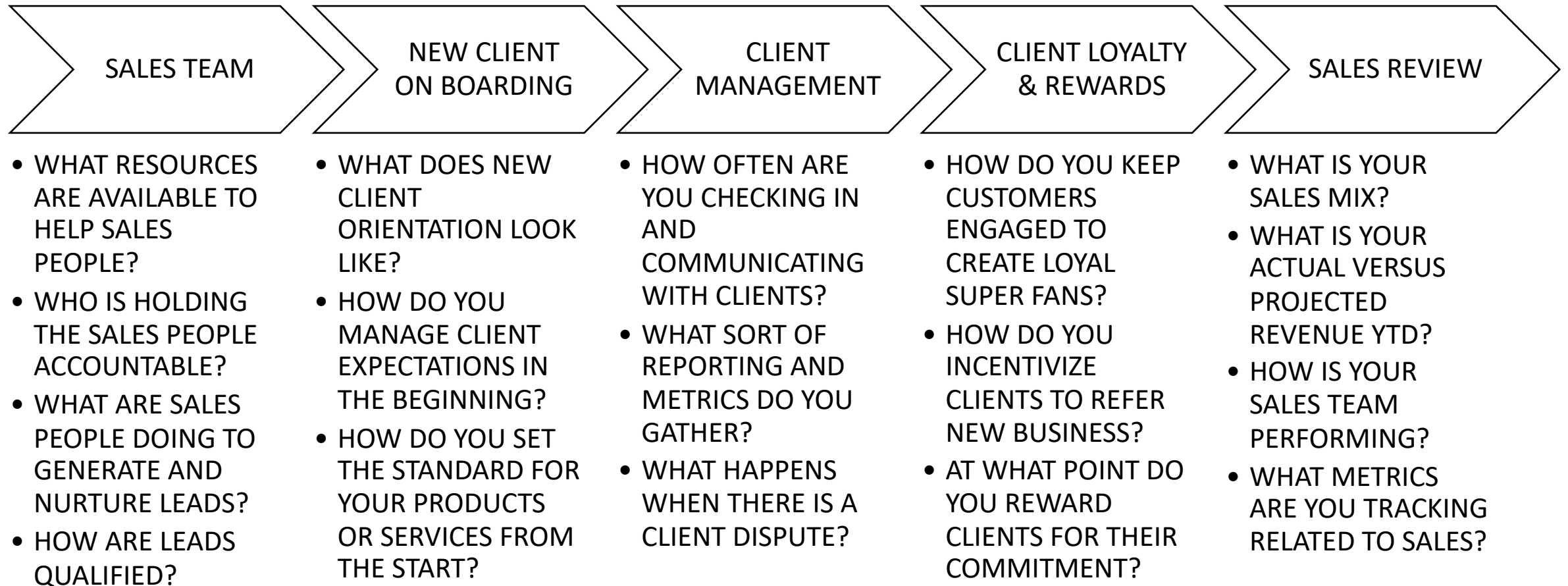
- DO YOU WORK WITH ANY AFFILIATES OR REFERRAL PARTNERS?
- DO YOU DO ANY SPONSORSHIPS?
- WHAT ALLIANCES HAVE YOU DEVELOPED?
- WHERE IS YOUR BUSINESS LISTED?
- WHERE CAN YOUR CUSTOMERS WRITE REVIEWS?

- DO YOU DO ANY COLD CALLING?
- DO YOU DO ANY EMAIL CAMPAIGNS?
- DO YOU DO ANY DOOR KNOCKING?
- DO YOU DEPLOY ANY DIRECT MAIL, FLYERS, BILLBOARDS OR POSTERS?
- DO YOU PARTICIPATE IN TRADE SHOWS?
- DO YOU PARTICIPATE IN ANY INDUSTRY GROUPS?

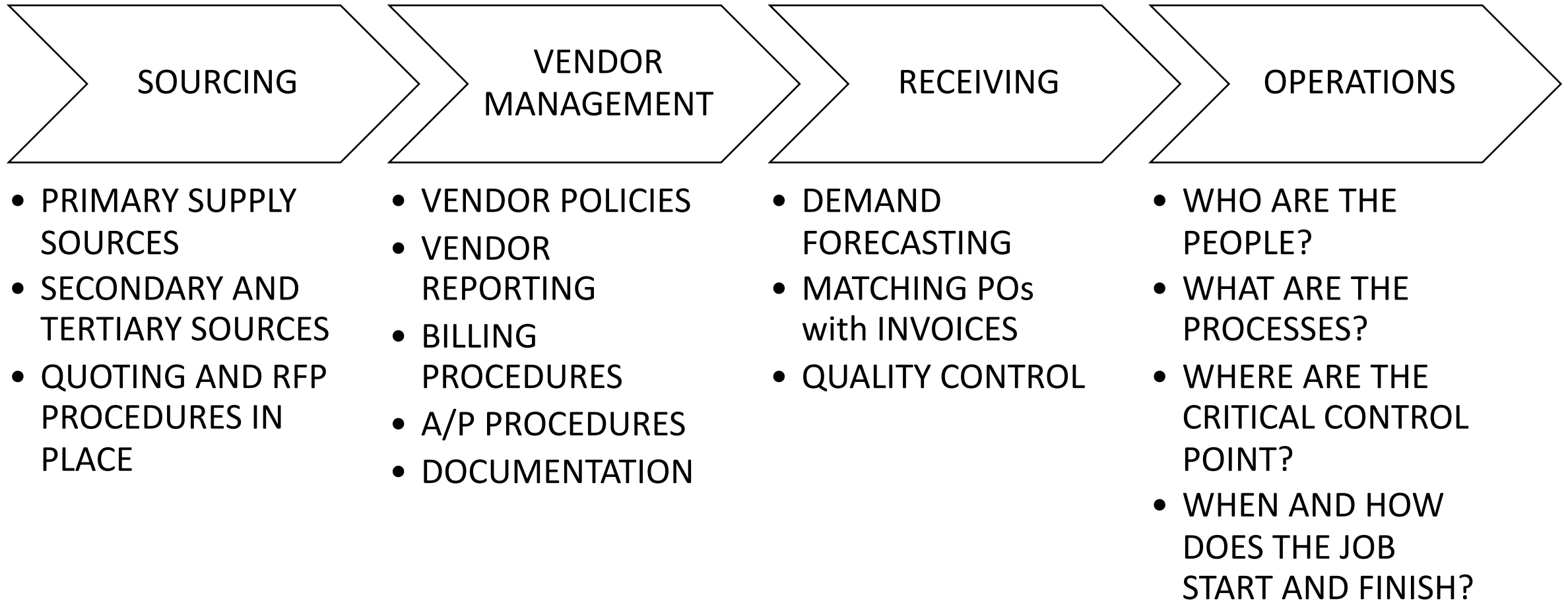
- WHAT DOES YOUR SOCIAL MEDIA LOOK LIKE?
- WHAT DOES YOUR EMAILING LOOK LIKE?
- WHAT WEBSITES, LANDING PAGES AND DOMAIN NAMES ARE DEPLOYED?
- WHAT DOES YOUR SEO, BACKLINKS, KEYWORDS LOOK LIKE?
- WHAT ABOUT ADS?

- WHAT LEGISLATURE WORKS IN FAVOR OR AGAINST YOU?
- WHAT ELECTED OFFICIALS STAND FOR OR AGAINST YOUR INDUSTRY / CATEGORY?
- WHAT RECENT NEWS & EVENTS IS RELATED TO YOUR BUSINESS OR INDUSTRY?
- HAVE YOU MET WITH YOUR LOCAL ELECTED OFFICIALS YET?
- DOES THE GOV PURCHASE THE SORT OF PRODUCTS OR SERVICES YOU OFFER?

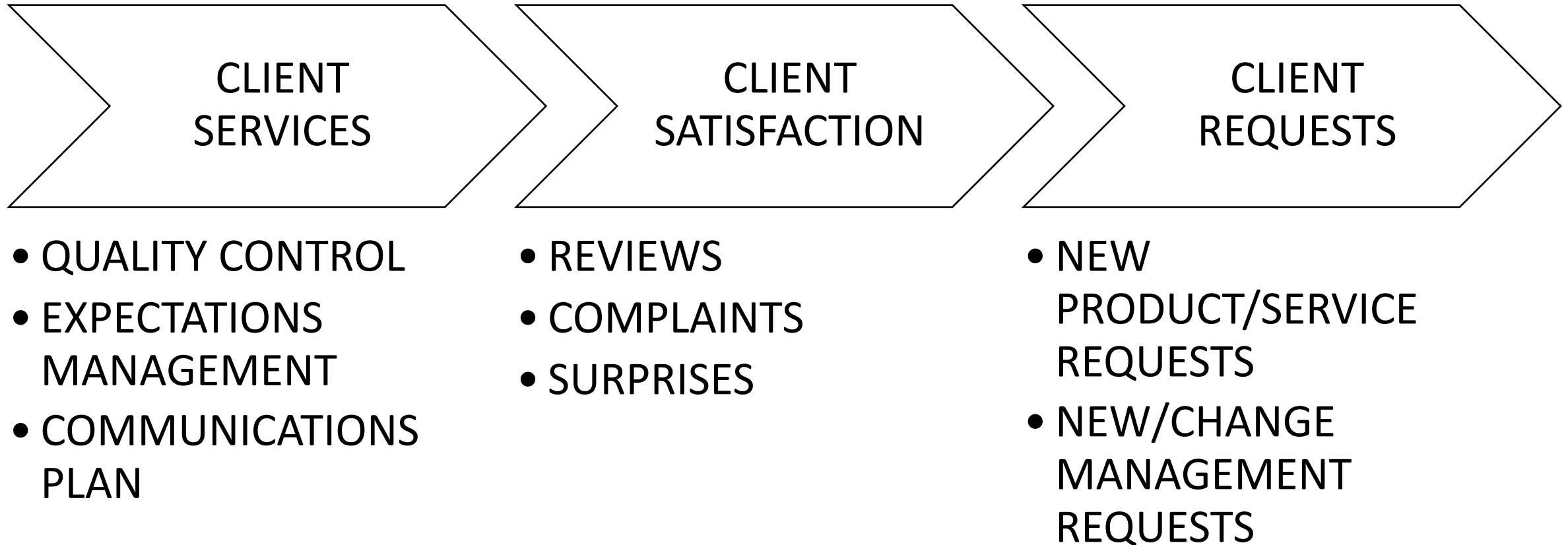
SALES



OPERATIONS



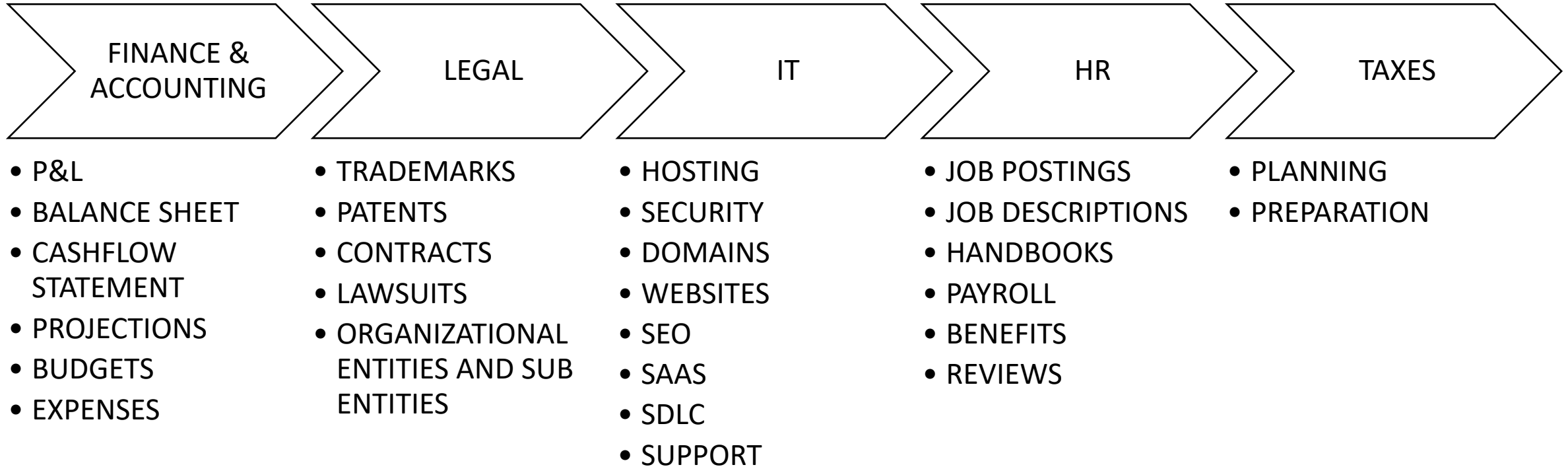
CUSTOMER SERVICES



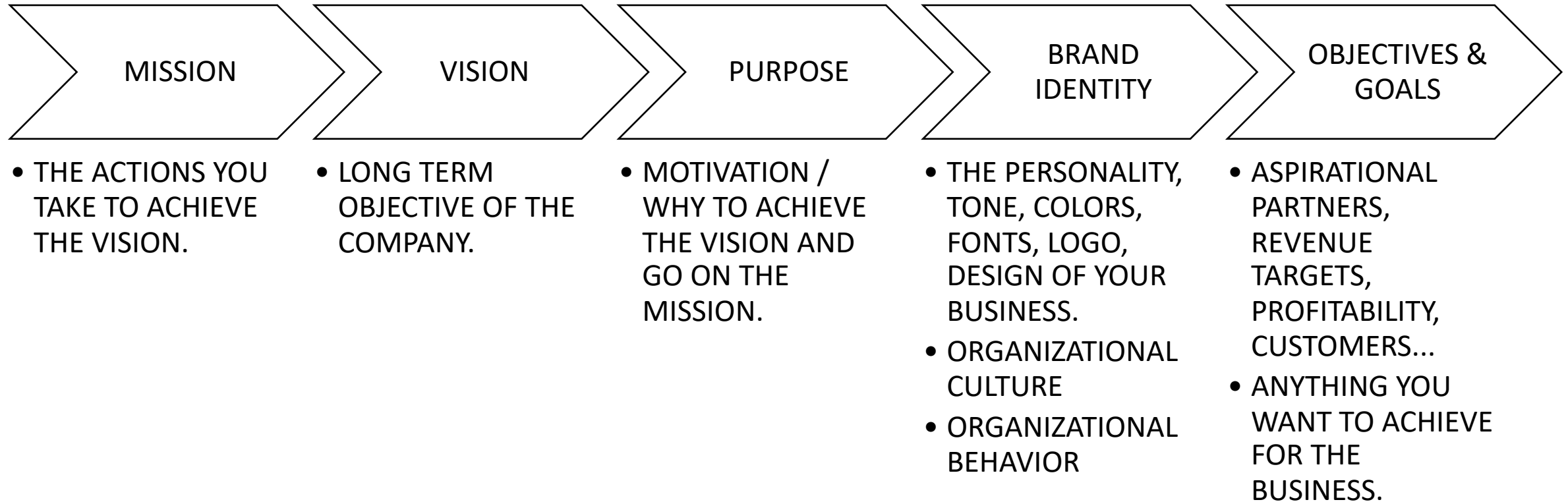
What does INNOVATION look like in your company?



BACK END



VISION / STRATEGY



Purpose

To help businesses grow to reach their full value potential.

Mission

To assist in business development .

Vision

To create the most responsible and sustainable business growth accelerator and outsourced management services provider combining advisory, services, and support.

Sam Friedman

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