



Partnering with Clients to Drive Sustainable, Profitable Growth



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IS Growth on Your Agenda?

In today's environment, your company's success depends on your ability to adapt to changes in the marketplace. Making and managing decisions in a timely manner can be the critical difference between your company's success or failure.

From strategic planning, to realigning operations, to delivery-to-market, the CXO Advisory Group can help you grow your business, the right way. Our in-depth understanding of your business, the markets that you live in and the challenges you face enables us to devise innovative solutions that can drive dramatic and measurable improvement in the performance, and value of your business.

Who We Are

The CXO Advisory Group is a strategic operations, advisory and management firm comprised of proven C-level executives, focused on helping companies drive short and long-term profitable growth.

CXO Advisory Group's combined, real-world operational experience in Fortune 500, start-up and consulting companies, contributes a broad and unique perspective and understanding on realigning company operations, growing revenue, increasing profits and stakeholder value.

Our hands-on collaborative approach with our clients, result in knowledge transfer and methods that allow our clients to profitably grow their companies. Our clients include:

- Investment funds looking for specialized industry/operations knowledge or interim management for their portfolio companies
- Boards of directors looking to diagnose under-performing businesses and implement a plan for improvement
- Corporate CEOs, COOs, CFOs or Divisional GMs requiring assistance to improve operational performance and marketing/sales effectiveness.

CXO Services

Business Strategy Services

Working with your management team we can help you fully understand the current state of your business. Our business, sales and marketing audits are designed to evaluate existing business practices and make recommendations for improvements.

- Audit business practices and organization
- Evaluate product and pricing strategies
- Evaluate effectiveness of sales channel
- Assess effectiveness of existing sales and marketing programs

Interim Management Resources

Sometimes you need someone on board fast, with the business, sales or marketing skills to produce the results you need. We can provide you with trained professionals, already familiar with the issues you face.

- Interim CEO, COO, CMO
- Interim VP of Sales and Marketing
- Consultant on staff
- Launch team coaches

Business Development

Our business development services range from partner profiling, identification to recruitment.

- Strategic Alliances
- Co-marketing ventures
- Licensing

Go-To-Market Programs

We can help you solve critical sales and marketing issues during the planning and implementation phase of your product launch. Our G0-To-Market services are based on industry and channel best practices and our breadth and depth of "hands-on" experience.

- Evaluate effectiveness of sales channel
- Analyze competitive landscape
- Market launch strategy and plan
 - Pricing strategy
 - Marketing strategy
 - Customer support requirements
- Channel strategy and programs
- Establish sales channels
- Develop sales training and tools

Sales Channel Management

Our channel management services can help you maximize your sales channel coverage and minimize conflict. We can help you through the entire process from developing your channel strategy to recruiting channel partners.

- Review and revise sales channel strategies
- Channel partner identification, prospecting and recruitment
- Eliminate channel conflict
- Channel contract development and negotiation