

Every day, leadership teams miss opportunities

HIDING IN PLAIN SIGHT.

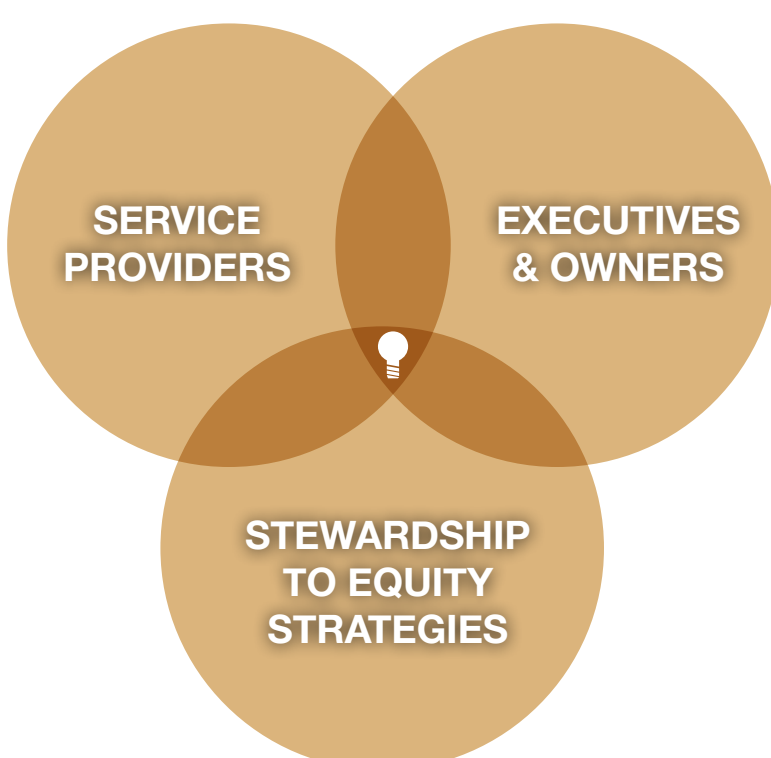
YOU MAY MISS:

- VALUE and IMPACT**
from capable service providers
- SMART CLIENTS**
who help you build sustainable revenue
- PARTNERS**
who connect important relationships dots
- OPEX BUDGET SAVINGS**
that attract equity and create greater project scope.

All of these things are waiting to be leveraged. You just need a **"better pair of glasses."**

RESET can help.

WE FOCUS ON THREE AREAS TO



ACQUIRE

PROFITABLE REVENUE FASTER



CREATE

DIVERSE FUNDING STRATEGIES FOR MULTIPLE SCOPE CAPITAL PROJECTS



IDENTIFY

IMPACTFUL SERVICE PROVIDERS HIDING IN PLAIN SIGHT



CONNECT

ALL THREE AREAS FOR IMPACT AND COLLABORATION

COACHING & PROJECT MANAGEMENT TO ENABLE HIGHLY EFFECTIVE CONNECTIONS

ENGAGEMENTS ARE MEASURED AND TRACKED ON PROPRIETARY DASHBOARDS

Shape to Grow

using our proprietary method called:

The Connection Process™



IDENTIFY SMART CLIENTS



UNCOVER BUSINESS AND POLITICAL ISSUES



DEVELOP MULTIPLE PATHS



LEVERAGE VALUE AND IMPACT

Slow Down to Go Fast

"Give me six hours to chop down a tree, and I will spend the first four sharpening the axe."

~Abraham Lincoln

Stewardship to Equity:

Identify the possible solutions that you could bring to the table to stand out. These will help clients identify project funds.

Project Delivery Partners (PDPs):

Identify the companies in the marketplace that understand your impact and have their own selfish reasons they want you to win work. These companies will work with you to cooperatively create scope.

STEP 1



IDENTIFYING "SMART" CLIENTS

- Does your team **proactively** spot the clients that you want as longterm accounts that are tied to your company's growth plan?
- How does your team find clients that are going to leverage your impact as a solutions provider and not just pay attention to your price?



Watch the Demo

STEP 2



ALIGNING WITH BUSINESS AND POLITICAL ISSUES

- Does your team **proactively** understand overarching market issues your customers are facing which is impacting their growth?
- How does your team collaboratively gather intelligence before approaching a client?



Watch the Demo

STEP 3



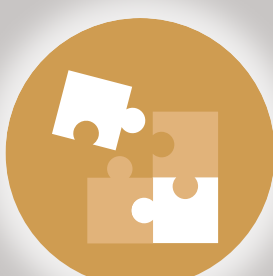
DEVELOP MULTIPLE PATHS TO CONNECTION

- Does your team **collaboratively identify** different ways to simultaneously approach a potential account?
- Which partners does your team have in the marketplace that help your company acquire work?



Watch the Demo

STEP 4



LEVERAGING WHAT YOU HAVE LEARNED

- Does your team appeal to what the unseen decision maker is trying to accomplish?
- Does your team consistently communicate with clients without talking only about your services?



Watch the Demo

The Bottom Line: Long-term Sustainable Revenue

Estimated Time Commitment

SENIOR LEADERSHIP
MONTHLY

10-20
HOURS

STAFF PARTICIPANTS
MONTHLY

20-25 HOURS
AVERAGE MONTHLY TIME COMMITMENT
FOR EACH PARTICIPANT

This combines time working directly with RESET, as well as individual time implementing the process.

Engagement Expectations

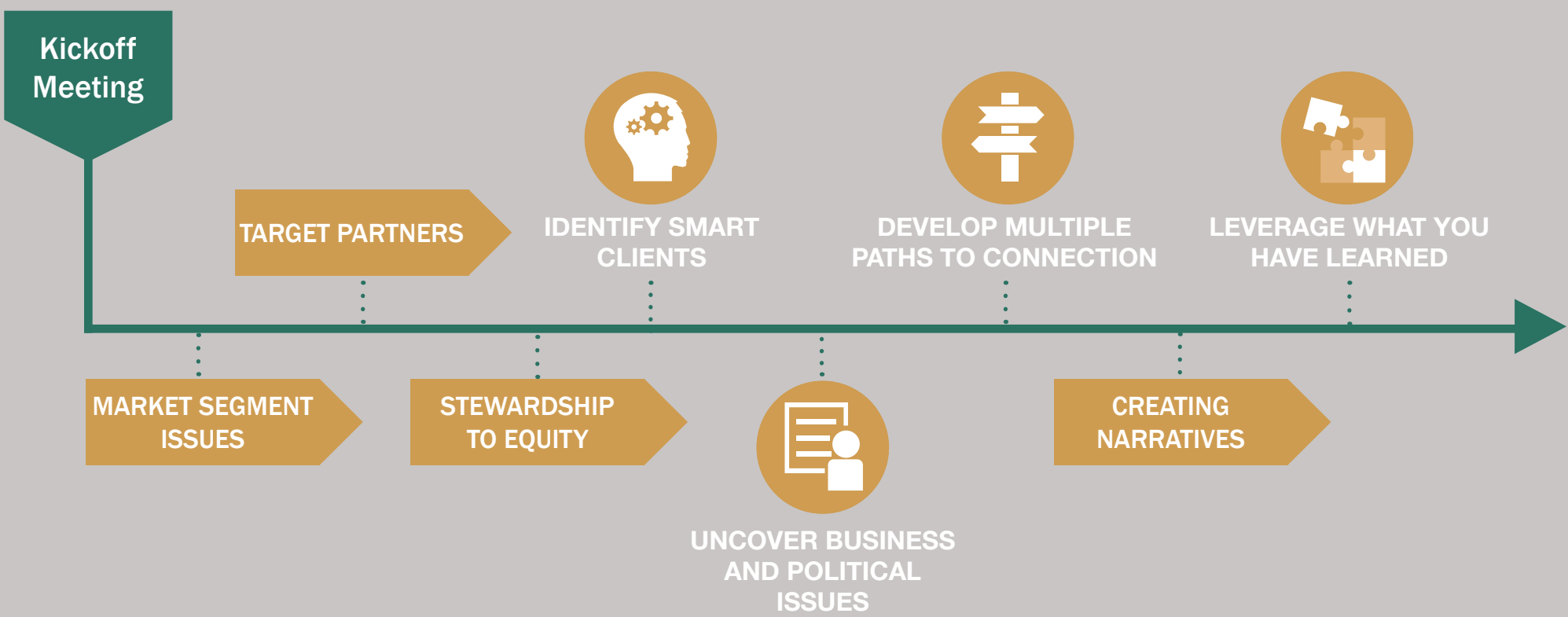
- Phone calls and meetings on individual capture plans
- Phone calls and meetings with project delivery partners
- Weekly progress updates

Coaching Session Types

- 1-on-1 Sessions (In-Person & Virtual)
- Capture Planning Sessions (Team and Individual)
- Virtual Meetings
- Blitz Meetings
- Meeting Behind the Meeting
- Episodic Owner Coaching

Ongoing Process

12-18 Month Process



The RESET Team



Wayne O'Neill
Founder and CEO



Kevin Cray
Director of
Client Experience



Maurielle Balczon
Director of
Growth & Development



Matt Montgomery
Director of
Client Intelligence

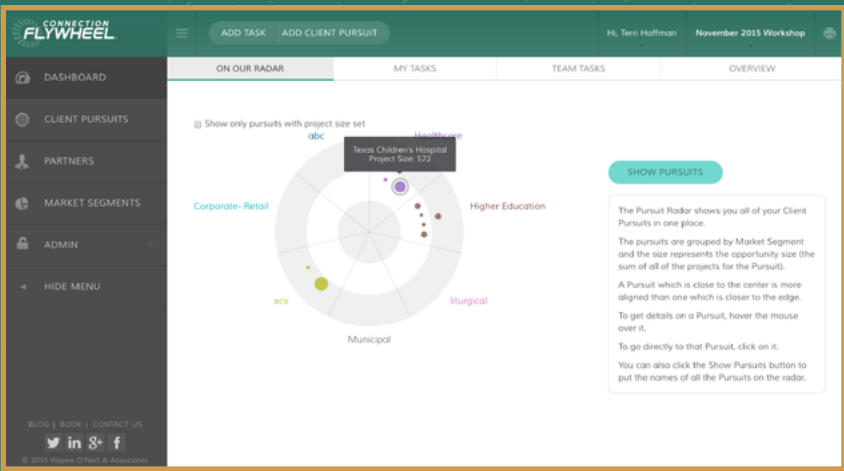
RESET works on a monthly retainer to avoid being incentivized and thus causing conflict between our owner and service provider relationships.

Quarterly Skill Assessment

Client Name:											
Score (1 low skill master - 10 high skill master)											
Skill Description	1	2	3	4	5	6	7	8	9	10	Total
Capture Planning											
Recognizing smart clients	●	●	●	●	●	●	●	●	●	●	
Finding smart clients	●	●	●	●	●	●	●	●	●	●	
Can define and delineate account stages (Aligned, Proactive, Reactive)	●	●	●	●	●	●	●	●	●	●	
Execution to drive progress through account stages (Aligned, Proactive, Reactive)	●	●	●	●	●	●	●	●	●	●	
Identifies and grasps business and political issues	●	●	●	●	●	●	●	●	●	●	
Identifies and connects to decision makers, champions and navigators within a client organization	●	●	●	●	●	●	●	●	●	●	
Links differentiators to business and political issues	●	●	●	●	●	●	●	●	●	●	
Orchestrates multiple paths of connection to a client	●	●	●	●	●	●	●	●	●	●	
Sustains management of client intelligence dashboard (software tool)	●	●	●	●	●	●	●	●	●	●	
Market Positioning											
Identifies impactful industry organizations and thought leaders	●	●	●	●	●	●	●	●	●	●	
Leverages impactful industry organizations	●	●	●	●	●	●	●	●	●	●	
Organizes "Meeting Behind the Meeting" sessions	●	●	●	●	●	●	●	●	●	●	
Utilizes raving fan clients for the business development process	●	●	●	●	●	●	●	●	●	●	

Tools to Prioritize our Efforts

The Connection Flywheel



60-Day Coaching Plan



The Bottom Line: Long-term Sustainable Revenue