



HOW CAN WE GROW TOGETHER?



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RELENTLESSLY COMMITTED TO YOUR SUCCESS



CHANGES IN THE WORLD

AROUND US FORCE
BUSINESS OWNERS TO
ADAPT IN ORDER TO
GROW



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TECHNOLOGY HAS ACCELERATED THE SPEED

THAT BUSINESS HAPPENS, AND HOW
QUICKLY IT CHANGES.

EXPECTATIONS HAVE CHANGED AND
CUSTOMERS DEMAND MORE THAN THEY
EVER HAVE – A LOT MORE QUICKLY

- REAL-TIME FINANCIAL REPORTING
- JUST-IN-TIME INVENTORY
- 24-HOUR ACCESS TO INFORMATION



VISIBILITY MATTERS

COMPANIES THAT HAVE VISIBILITY INTO HOW THEY MAKE MONEY, WHO THEIR BEST CUSTOMERS ARE AND HOW TO PLAN STRATEGICALLY TO ATTRACT MORE OF THEM ARE THE COMPANIES THAT ARE GROWING IN TODAY'S ECONOMY



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WITHOUT VISIBILITY

BLIND SPOTS DEVELOP
DECISION MAKING IS LESS EFFICIENT
AND YOUR GROWTH SUFFERS



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ADD THE COMPLEXITY OF OWNING A BUSINESS

- KEEPING UP WITH THE WORKLOAD
- MANAGING YOUR EXPENSES
- MAKING A PROFIT!
- OUTPACING YOUR COMPETITION
- MANAGING EMPLOYEES & INTERNAL PROCESSES



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WHILE YOU
FOCUS ON ALL
THESE
CHALLENGES,
WHO WILL
FOCUS ON
SALES?



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WHAT SEPARATES THE BEST FROM THE REST?

OWNERS THAT ARE COMMITTED TO A STRATEGIC APPROACH AS OPPOSED TO A TACTICAL APPROACH ARE THE ONES THAT CAN GROW AND UNCHAIN FROM THE DAY-TO-DAY GRIND OF OWNING A BUSINESS



WILL YOU
BE CHAINED?

OR
UNCHAINED?



OUR MOST SUCCESSFUL CLIENTS CHECKLIST

FOCUS ON THEIR CUSTOMERS
SUCCESS



HAVE VISIBILITY INTO HOW THE
BUSINESS TURNS A PROFIT



INVEST IN INNOVATIVE BUSINESS
DEVELOPMENT STRATEGIES



IMPROVE PROFITABILITY



EXECUTE THEIR PLAN



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PRIVATELY
HELD
BUSINESSES
THAT DON'T
ADAPT DON'T
GROW



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IF YOU COULD?

- ADD MORE CUSTOMERS
- INCREASE YOUR PROFITABILITY
- MAXIMIZE THE VALUE OF YOUR BUSINESS
- LIVE UP TO YOUR DREAMS

WOULDN'T YOU DO IT?



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AT SHELLAC, OUR FOCUS...

IS ON HELPING YOU
RESHAPE YOUR BUSINESS
BASED ON WHAT IS
HAPPENING, AND WHAT YOU
AS THE BUSINESS OWNER
WANT TO HAVE HAPPEN. NOT
AS MUCH ON WHAT HAS
HAPPENED IN THE
PAST.



Introducing Shellac Atlas!

Business owners are often stuck in **Chronos** time. A slave to the clock, to deadlines, to meetings, appointments. Working in the business at an unsustainable pace. They must give themselves the space to think, to see the opportunities in front of them. To plan. This must be done in **Atlas** time. Shellac team partners with our clients and this program puts them on the path to working strategically on their business.



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Introducing Atlas!



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What is it?

A strategic business planning, development & execution program. Designed to put the growth-minded business owner in complete control over the Company's direction in order to fulfill their vision & life-goals.

- LIVE UP TO YOUR DREAMS



Introducing Atlas!



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How does it work?

Phase I: Discovery

Personal goal setter

Executive 360 with leadership team – 2 day retreat

Go from “you **DON'T** know what you don't know” to ‘you **KNOW** what you don't know.’

Paradigm shift begins

Creates alignment with team-crucial part of growth



Introducing Atlas!



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How does it work?

Phase 2: Planning

Develop the Vision and Mission

Establish Core Values

Define the strategic goals-tie to Owner's personal goals

Create the Strategy Map

Establish accountabilities



Introducing Atlas!



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How does it work?

Phase 3: Execution

Carry out the initiatives

Quantify and trend using success-driving metrics

Regular advisory check in meetings

Maintain accountabilities

Tie reward scheme to achieving of goals

As accountants, we are best suited to measure!

We are measuring more relevant information



Introducing Atlas!



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How does it work?

Phase 4: Recalibration

Assess whether expectations being met
Confirm Company goals aligned to Owner's
goals

Make adjustments based on new findings





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Recommendations





Annual Planning and Setting the Metrics

- ✓ Conduct brainstorming session on major strategic initiatives
- ✓ Confirm the initiatives align with Company Vision
- ✓ Determine metrics to track
- ✓ Determine business units and how data will be derived
- ✓ Conduct industry research to be used for comparison
- ✓ Develop custom dashboard reporting model
- ✓ Develop an annual operating budget by business unit tied to strategic goals



Setting the Next 90-Day Plan

- ✓ Conduct four 2-Hour sessions throughout the year
- ✓ Break down the annual initiatives into 4 or 5 90-Day "Rocks"
- ✓ List the Champion for each "Rock"
- ✓ List the Action Items for each "Rock"
- ✓ Will be clearly defined as either "Complete" or "Not Complete"





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Monthly Strategy Meetings

- ✓ Monthly agenda preparation
- ✓ Meet monthly for a standing two-hour session
- ✓ Review status of initiatives
- ✓ Review metrics and dashboard results comparing to expectations
- ✓ Meeting follow up briefing email



LIVE UP TO YOUR DREAMS



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Shellac's collective Strategic Advisory Skills tailored specifically to achieving YOUR goals...All for the fraction of the cost of an average employee!

So what are the benefits?

Provides you with a huge competitive advantage

Holistic approach to business growth with by focusing on:

- ✓ Improved profits
- ✓ Maximizing business value
- ✓ Tax reduction and deferral
- ✓ Helping you UNCHAIN

This is ATLAS!



Live your dream
Sign-up now



Shellac
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Email: shellacusa@gmail.com

Phone: (331) 305-4204





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Shellac, Inc.

40 Shuman Blvd., Suite 176

Naperville, IL 60563

Email: shellacusa@gmail.com

Phone: (331) 305-4204