



## ■ BUILDING A SMALL BUSINESS

### **Strategic Assessment**

ALD Corporate Development will perform a detailed strategic assessment of your small business. After the completion of the assessment we will present in writing and in person our evaluation of your business along with recommendations.

### **Identify & Define Your Vision; Create a Results-Driven Plan**

In a comprehensive one-on-one session we will identify your vision and clearly define the actions both long term and short term that will give you the desired results. A vision without a plan is just that, a vision. Turn your vision into reality. We recommend the Strategic Assessment be done prior to this session.

### **Optimize Your Sales & Marketing Plan**

The key to growing a small business is driven by your sales and marketing effort. We will explore, identify and help you create a marketing plan. In addition, we will identify sales channels and methods as well as training to help you start your growth engine and reach the results you envision. Remember, in a small business, everyone sells; it is important your team understands their role.

### **Manage Your Time—Stay On Task**

The number one frustration faced by everyone running a small business is “there are not enough hours in a day.” We will work with you and train you in proven specific time management skills that will keep you on task and let you finish what you start. Start planning what to do with your leisure time!