



# Business Improvement Services

[www.msgweb.com](http://www.msgweb.com)

# Who Provides this service



Bill Vosburg



Brandon Kerkstra

# What Differentiates Us

- We have proven “real life” experience to support our expertise
- We are “Hands On”
  - We can complete many of the tasks for you
  - We will train and mentor
- You define the scope of work
  - Following the Initial Report, you choose the areas of focus
- Reasonable rates
- Guaranteed results

# Our Core Competence

- Business Turnaround
- Project Management
- Financial
- Operations
- Sales & Business Development
- Automotive, Aerospace, Medical
- Manufacturing, Service & Operations
- Lab Quality & Tech Mgmt.
- Software Development Processes
- Quality Mgmt Experience
- ISO Standards
- Registrar & Auditing



# Our Approach

- Step 1 – Initial Consult (No Charge)
  - Short Review of Business, Sales & Financials
  - Formal Assessment as to whether we can help
- Step 2 – Initial Analysis – Current Status
  - SWOT (Strengths, Weaknesses, Opportunities & Threats)
  - Assessment Report covering listed areas and identification of issues where we can help

# Our Approach

- Step 3 – Based on Initial Report – You Select
  - Areas of focus
  - This becomes our project plan
  - We provide you an estimate of work

# Our Approach

- Step 4 – Focused Project Work
  - We mentor, train and conduct the work to the agreed plan with defined objectives
  - We report regularly on progress

# Initial Analysis Areas

Customers

Sales

Vendors

Employees

Financials



# Customers

- SWOT
- Review mix of large and small customers based on revenue
  - Do you have the correct mix
    - Profitability
    - Diversity
- Account Management practices
  - Major accounts versus small customers
- Pricing

# Our Personal Experience - Customers

- Established major account managers
- Trained for cross selling
- Understood profit margins by location – underbid competition on target work
- Ensured internal expertise to match customer expectations
- Evaluated different methods of service to find improvements.

# Sales

- Identifying major clients & service needs
- Identifying & developing new clients
- Identifying & developing new industries
  - Identifying opportunities
  - Required credentials
- Small client management
  - Who handles new clients?
  - Customer Service
- Identifying market knowledge & gaps

# Our Personal Experience - Sales

- Retaining clients with major account managers
  - Grew every major account
  - Did not lose a major account in over 10 years
- Positioning to catch a niche
  - Automotive experience
  - Standards knowledge
- Approaching it with analysis
  - Long term objectives to daily and weekly goals

# Vendors

- Analysis of:
  - Costs
  - Service Contracts
  - Quality
  - Delivery
  - Vendor Relationships

Are you getting the required service from your vendors and a currently competitive price?

# Our Personal Experience - Vendors

- Reduce Costs for:
  - Utilities
  - Maintenance
  - Travel
  - Quality issues
- Improved quality at lower costs
- Improved service

# Employees

- Analysis of:
  - Compensation
  - Attitude / Satisfaction
  - Motivation / Incentives
  - Workload balancing
  - Turnover / Training
  - Employee Value
  - Temps / Contractors / Full-time

# Our Personal Experience - Employers

- Incentive Programs
- Affordable Team building
- Utilized Full time employees (Competitors used contract employees)
  - Lower costs (Double competitor's net margin)
  - Higher quality (Consistency & customer satisfaction)
  - Maintained high employee satisfaction



# Finance

- Finance analysis focused on operations
- Reviewing every financial line item every month
- Budgeting
- Identifying key performance measures
  - Sales
  - Operations
  - Quality

# Our Personal Experience - Finance

- Sales to Jobs (New business) analysis resulting in highly accurate key performance metrics
- Budgeting – Realistic & Consistent Budgeting
- Reviewing financials in detail every month by operations management to identify all inconsistencies and opportunities

# If you are:

- Concerned
- Stressed
- Overwhelmed
- Or just know there are improvements that can be made

Then give us a call. There is no charge for the initial review!

Management Solutions Group, Inc.

Helping you Build a Better Business

[www.msgweb.com](http://www.msgweb.com)

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