

R^a You provide the spark.
Rockman Advisory
builds the **FLAME**.



FLAME

WE HELP CLIENTS:

- 🔥 Create leads
- 🔥 Close sales
- 🔥 Identify high return on investment (ROI) solutions
- 🔥 Manage projects through outsourced support
- 🔥 Project manage as a start-up, short term, in-house consultant
- 🔥 Determine a product or service's margin and conversion rate
- 🔥 Use our StratVisor industry best practices

1 MARKETING

Thanks to social media, a full 90 percent of customers' decision making happens before they engage in-person. Our proprietary lead source model uses new media and social networking alongside traditional methods to take full advantage of customers buying and research patterns.

2 SALES SUPPORT

We can automate your lead tracking process so you can make decisions based on real, hard data. You'll know how your departments are performing and how best to allocate resources.

3 PRODUCT & SERVICE DELIVERY

Success is about constantly improving—and we can help you get there with our cutting-edge assessments covering anything from customer to investor satisfaction. We create an evaluation tool, execute it and analyze it. Then, we put a plan in your hands based on the top areas flagged for improvement. You'll also get a business case to track your ROI. Your customer wins. And you get better ROI.

4 FINANCE & OPERATIONS

Let us work your numbers. We advise on how to organize and package your accounting of products and services so they're professional and more likely to get financing. We can design custom eLearning, incentives training (eLearning), incentives design, organizations design, job design, business process improvement, performance management, operations manuals or online instruction and systems directions/high level strategy.

5 MANAGING & MONITORING

This is where it gets interesting. Stay ahead of your growth curve by keeping up on your accounts receivable, marketing back to existing clients, understanding buyer demographics and sales cycles. In a nutshell, use what you already have to create better revenue outcomes.

Full Lifecycle for Account Management, End-to-end

**FLAME is our suite of services that creates the leads, closes the sale, then continues to keep clients as customers through our analytically-based assessments of your current business practices.*



HOW WELL DO YOU KNOW YOUR BUSINESS?

- Do you know the number of leads that are:
 - Driven by the marketing tactics you're employing?
 - Needed to meet your revenue goals?
 - Generated by social media? (Do you even have a strategy?)
- Do you track your contacts, leads, sales, client/buyer information and communicate your prospects and potential clients?
- Do you develop metrics, use dashboards, analytics and track the Return On investment (ROI) for your marketing campaigns through a Customer Relationship Management system?
- Are you getting the cash, debt and equity you need to grow your company?
- Do you know how much office space you'll need three years from now? Are you having trouble with buy, sell and lease decisions?

TROY ROCKMAN
214.801.5507

troy@rockmanadvisory.com

LORRAINE TEEL
214.354.7662

lorraine@rockmanadvisory.com

**Our Strategic Performance Assessments (SPA) delivers insight into the reality of current challenges within your organization and a roadmap of how to prioritize and improve for increased revenue.*

© 2015 – The content included in this document is proprietary to Rockman Advisory.