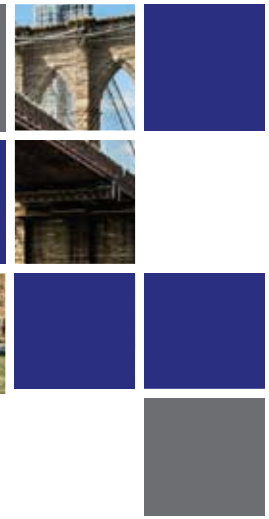


**OMENTUM CONSULTING GROUP®**  
Leader in Building Powerful National Sales Organizations

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Momentum Consulting Group donates a portion of all of proceeds to our client's choice of humanitarian effort. For more information visit us at: [www.MakeAMomentumDifference.com](http://www.MakeAMomentumDifference.com)



## About Momentum Consulting Group



organization nearly 150 years' worth of expertise and knowledge in the healthcare, legal, private, commercial, public and federal sales sectors, as well as nonprofit entities. In addition to the vertical markets, Momentum's extensive capabilities in training, sustainability, operations and supply chain management. Momentum has a proven track record of success in companies of all sizes and complexities, delivering results of over \$7B in sales worldwide. Momentum's success in transforming businesses to achieve unprecedented revenue growth stems from a keen understanding that implementing an effective sales strategy goes well beyond the sales force.

**M**omentum Consulting Group® was founded on the principle that, with the proper foundation and appropriate allocation of resources, an organization can execute their vision and achieve market dominance.

The Momentum Consulting Group (Momentum) team is comprised of highly experienced business professionals from many different business disciplines, making available to your

Successful organizations must ensure alignment between vision, goals and strategy, resulting in an effective and deliverable value proposition. Momentum's holistic approach will develop, design and deliver program alignment throughout all functional areas of your organization, including: marketing, e-commerce, training, distribution and customer service. This will unlock your ability to maximize your company's market opportunity.

# Leader in Building Organizations



## Sales Optimization

### Local • Regional • National • Global

High quality, committed and successful sales professionals are paramount to any organization's growth and success. Momentum has the tools, experience and knowledge to develop, educate and enhance your company's sales capabilities with an end result of greater and more profitable market share.

Momentum's staff consists of a highly trained and successful team of sales professionals with impressive resumes of documented sales accomplishments across a multitude of industries both large and small.

So, whether you need to start building a sales force from the ground up, penetrate and establish a new geographic territory, enhance or refine an existing program, or want to take your local or regional business to reach nationwide, Momentum will construct a blueprint that will enable your organization to achieve its goals.

At Momentum, we are experts in building successful sales organizations; our client proven approach is simple, executable and works.

## Commercial & Private Sector

From the large FORTUNE 100 corporations to small business enterprises, and everything in between, Momentum Consulting Group has been helping companies realize their true revenue potential and experience their own market dominance for over two decades.

Momentum will design a program that fits your corporate strategy and executes your business plan. Each company has a unique strategy and value proposition; Momentum will work with core functional areas inside your company such as marketing, e-commerce customer service, and distribution, to create a fully integrated strategy with intentional congruency company-wide. Planning and creating an effective sales strategy requires looking at long-term sales goals and analyzing the business sales cycle, market knowledge, competitor activities, current trends and detailed business analysis, as well as meeting with sales people about their personal career goals. Momentum partners with clients to gain a more intimate knowledge of the sales intervals, seasonal changes and motivation of the organization. The Momentum Team provides an array of tactical and strategic approaches, as well as gap analyses, to identify your corporate strengths as well as opportunity for improvement.

Momentum will help you in creating a new sales organization, expanding or fine tuning an existing program or broadening your current market base by vertical market expansion and integration.



# Market Expertise



## Government Sales

**M**omentum Consulting Group's® extensive experience in the federal and public government marketplaces encompasses everything from bid preparation and submittal to contract award, implementation and management. Our experienced staff has secured General Services Administration (GSA) Multiple Award Schedules (MAS) in the federal government space, cooperative purchase agreements across all public agencies, including nonprofits and higher education, as well as specific state, county, (K-12) schools and other municipalities' individual agreements. These government successes are across a number of industries, and Momentum's team further managed and implemented those agreements to the benefit and profitability of the organization.

The federal and public marketplace is in a constant state of change due to many factors including pressure from constituents on lawmakers and changes in administration, making these markets harder than ever to navigate. Momentum understands these challenges and knows where the obstacles to entry exist and how to overcome them. Equally as important, Momentum has the experience and know-how to secure for your organization its share of the federal and public spend. Secure your company's place in the coveted federal and public marketplace by allowing Momentum to guide you through the process, avoiding the obstacles and cutting through the bureaucracy to capture the opportunity. There is no better time to diversify into or expand your existing government sales.

## Healthcare Sales

The healthcare vertical market continues to be an opportunity rich focal point for organizations interested in diversifying their interests. Momentum Consulting Group's healthcare practice leaders have established an outstanding track record of guiding organizations to successful entry into the healthcare market. From software and IT consulting firms to capital equipment and component manufacturers, our clients have benefited from Momentum's ability to assess, develop, implement and execute strategic business plans, whereby establishing and ensuring long term sustainable success within the healthcare market.

As you contemplate opportunities for growth and diversification of your organization, Momentum Consulting Group's healthcare practice leaders can provide insightful initial consultation to determine if the healthcare vertical market is a viable path to accomplish your corporate initiatives.

### Areas of expertise include:

- Market Study and Opportunity Assessment
- Strategic Business Plan Creation
- New Product Development
- Acquisition Evaluation
- Group Purchasing Organization (GPO) Contracting
- Sales Force Creation & Training
- Distribution Establishment
- Corporate Messaging





## Training and Development

**M**omentum Consulting Group® believes that there is nothing more important than an organization's human capital, and developing your people is a keystone to success. An organization can only achieve its goals if its people are operating at their fullest potential. Our dedicated training staff is committed to providing the tools your team needs to succeed. Years spent "living the life" of all facets of sales have allowed us to put together training that is effective, practical, easy to implement and addresses real life scenarios.

Momentum will work directly with your organization and staff to understand your training needs, opportunities and goals. As

areas of opportunities are uncovered through a systematic and proven approach, the training staff will create a customized training and development plan for your team members to ensure that they have the skills, tools and knowledge to compete and win in the marketplace today.

Whether your organization is looking for new-hire training, curriculum development, specific sales skills training, management optimization, talent assessments or anything in between, Momentum's Training and Development Team can help elevate your organization through education and development of your greatest asset and investment -- your people.



# Operational Efficiencies

## Supply Chain Management

Effective supply chain management is a fundamental necessity in the success of any business. Momentum's Supply Chain Management Team will work directly with your organization to optimize efficiencies and maximize cost savings in your supply chain. Our team will perform crucial analyses and enhance your organization's operational capabilities in order to complement the supply processes of your target and existing customer base, resulting in the generation of new and expanded sales opportunities.

Momentum offers several consulting options to clients who are looking to achieve cost savings or operational efficiencies with their supplier base, as well as to clients who are seeking new and improved ways to integrate with their clients' supply processes. Our offerings include Supply Evaluations, Supplier Compliance Program Initiations and Gap Analysis, as well as a number of technical assessments.

Momentum Consulting Group has the expertise to design an effective distribution model or improve your existing supply chain. See how we can make a Momentum difference.



## Process Improvement

**M**omentum Consulting Group's® Process Improvement team has one goal – to make your organization run more efficiently, saving your company time and money. Most organizations have hundreds to thousands of processes in place to get critical business functions completed. But are those processes as buttoned-down or effective as they can be? Do you feel you have too many SOX controls? Let our expert team, with years of experience and multiple industry certifications in process improvement, internal audit and project management, take an impartial view of your daily processes to help streamline your business.

Through a thorough analysis, the Process Improvement Team will create a Momentum Opportunity Map that will evaluate and outline areas in which your company can redefine current processes and shape new ones to ultimately help your organization accomplish your short and long term objectives.

Whether it is risk management, operational processes or data analysis, the Momentum team provides an objective and consultative approach -- all geared toward reaching your company's goals.



## Sustainability

Companies across the globe are increasingly faced with the critical challenges of environmental sustainability. At Momentum, we partner with organizations of all sizes to define and implement a sustainability framework aligned with their overall corporate strategies.

The Momentum Sustainability Team is devoted to helping clients understand how a triple bottom-line focus (financial, local and environmental) can benefit their business, providing marketplace distinction, competitive advantages, and clear financial benefits to their organization. The combination of economic, environmental and social components creates a new paradigm for analyzing your company and driving future profitability.

Momentum Consulting Group's sustainable business experts will partner with you to align your sustainability strategy with your core business values and goals. Whether you are starting from scratch, facing a specific challenge, or looking to bring your existing program to a new level, our sustainability services can help you identify bottom-line cost savings as well as competitive advantages in the marketplace.

**To learn more about how Momentum Consulting Group can help your company, visit us at: [www.MomentumConsultingGrp.com](http://www.MomentumConsultingGrp.com)**

**Call 1-800-764-1875 today for your free consultation to see how The Momentum Consulting Group can empower transformational change inside your organization.**

**IMAGINE · CREATE · EXPERIENCE<sup>®</sup>**

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