

## Our Methodology and Services

At Caxton Growth Partners, our methodology is straightforward, yet profound.

1. Analyze with your team the current realities of your situation, externally (the marketplace) and internally (the workplace).
2. Define with you the desired future state of your business, including your overall strategic vision and growth objectives.
3. Identify the internal and external barriers preventing you from achieving your desired future state, in a prioritized and concise manner.
4. Map out with you a detailed tactical plan to eliminate those barriers, one by one.
5. Assist in the implementation of the roadmap, providing an experienced in-the-trenches set of hands or a watchful over-the-shoulder set of eyes, as you see fit.
6. And when it's time, we evolve the new process back into your business, and provide coaching and counsel to make everyone comfortable with the process.

Whether in the marketplace or in the workplace, our promise is simple: We help organizations that compete on the basis of their relationships to be the “best choice” for their customers and employees. The end result: sustainable, profitable growth for the organization.

We apply this proven methodology across a spectrum of marketplace and workplace issues. Specifically, our services center in the following key areas:

## In the Marketplace

- **Establishing relationships:** sales strategy facilitation; Sales Engine<sup>SM</sup> development and outsourcing; SalesScape<sup>TM</sup> marketplace audits; value proposition definition; key message development; target account identification and penetration; sales lead generation; sales force recruiting; and e-marketing services.
- **Strengthening relationships:** customer “Day In the Life” experience analysis; target account retention; customer satisfaction programs; nurture mailing programs; sales force measurement and reward systems; sales force retention strategies; sales process improvement; client opinion surveys; and signature marketing communications planning.
- **Leveraging relationships:** sales force automation; customer relationship management (CRM); sales planning and structuring; channel partner programs; alliance programs; customer dispute resolution; customer and partner succession planning; sales management outsourcing; and SalesShield<sup>TM</sup> crisis revenue protection.

## In the Workplace

- **Establishing relationships:** executive and management recruiting; recruitment process improvement; recruit-to-retain program implementation; management team facilitation; executive compensation review; and post-merger integration.
- **Strengthening relationships:** executive coaching; employee retention programs; employee satisfaction surveys; leadership teaming; labor crisis management; organizational conflict management; alternative dispute resolution; measurement and reward systems; HR process improvement; HR vulnerability and effectiveness review; workplace compliance audits; HR information system selection; and HR outsourcing.
- **Leveraging relationships:** organizational alignment to strategy; succession planning; cultural change management; reduction-in-force planning; internal communications; workplace investigations; affirmative action plans; discrimination prevention programs; anti-harassment services; international privacy protection; and regulatory compliance (USA PATRIOT Act, Gramm Leach Bliley, etc.).

