

# Consulting

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A client was struggling to grow their business, and planned to bring on additional salespeople to increase revenue. When I began investigating the variables affecting the bottom line, I found opportunities for additional cost savings by reducing operating costs, and suggested pivoting sales from a product reseller to add additional services for residual revenue.

I presented three options to the owner

- Build a sales team that has expertise in the service model.
- Merge with a similar business model.
- Sell to a buyer with a similar business model

The owners initially sought to retain their business for 10 more years, and decided to pivot and grow their sales team. However, as they navigated the growth process, the client determined that they no longer wanted to pursue the rebuild and growth path in a marketplace with rapid technology changes that often result in frequent reassessment. The client subsequently chose to sell.