



**NEW ENGLAND CONSULTING PARTNERS**

**ZEROING IN ON THE INVISIBLE**



## STABILIZE THE COMPANY FIRST

When we walk in the door, we often step directly into the middle of a crisis. The trade is stretched and working capital has dwindled due to shrinking sales, aged receivables or stale inventory. The company may even be on the verge of shutting down. Our primary focus is returning the business to a cash neutral or cash positive position immediately.

Within days (not weeks), our team of professionals analyzes the situation and creates short term action plans. Almost all include reducing costs right away, minimizing stakeholder exposure, preserving customer relationships and protecting company assets.

NECP's proprietary methodology, developed by founder Tom Desmond, enables us to look not only at the numbers but beyond them as well. We review your systems, employees and processes in order to uncover fundamental issues that go undetected by company owners and managers.

We refer to our ability to discover what's really going on as "Zeroing in on the Invisible."



## WE IDENTIFY THE UNDERLYING ISSUES

### *But then what?*

Returning the business to a cash positive position is just the beginning for NECP. Our job isn't complete until the company is well on its way to a sustainable recovery. This requires pinpointing the true cause of the problems and then devising a long-term plan that entails realistic and achievable recovery strategies.

Although we often encounter the same issues from one client to the next, each long-term plan is predicated on a company's unique operational situation, objectives and resources. Once the plan is mapped out, we can assist with its implementation and provide continuous support. At times, we may negotiate with vendors and lenders until cash flow improves. Most importantly, we'll stay involved until the company "turns the corner" and starts to demonstrate stable operations.

THESE COMMON CLUES MAY SOUND LIKE FUNDAMENTAL PROBLEMS BUT THEY'RE ALMOST ALWAYS SYMPTOMATIC:

- ✦ Irreconcilable discrepancies between revenues and cash flow
- ✦ Unexplained deterioration in margins related to high volume or growth product lines
- ✦ Significant and sometimes inexplicable drop in sales
- ✦ Payroll costs that appear unusually high or weighted too heavily in one area
- ✦ Lack of clear direction or leadership
- ✦ Lack of organized sales plans & compensation
- ✦ Lack of inventory controls or focus on material costs

fast  
thorough



Total disbursements

41,638

20,000

31,750

Net cash flow from current operations

20,440

72,484

Additional investment

3,200

1,387

Net cash flow

31,151

7,750

Beginning cash balance

000

25



## ULTIMATELY, ALL COMPANIES SUCCEED OR FAIL FOR THE SAME REASON

### *People and the decisions they make*

**Or, in some cases, don't make.** A critical and unique aspect of NECP's approach is the emphasis we place on people. While our CPAs focus on cash flow, other staff members tackle issues surrounding debtors, operations, and the human resources side of the equation. Unfortunately, problem areas can sometimes be linked to specific managers, employees or even principals.

A particularly difficult but necessary aspect of the human element is dealing with employee fears and anxieties. We face them head-on by communicating honestly with everyone. We're careful to be forthright and to follow up on our words with actions that prove employees can trust what we say.

Equally important and central to a successful recovery is the willingness of key personnel to do whatever it takes to implement the action plan and put the company back on its feet. Part of our job is to help identify these people and to provide the guidance and support they may need.

fair  
tough







## CONSULTING SERVICES & DELIVERABLE PRODUCTS

NECP provides value added consulting services to meet the short term and long term needs of our clients. A typical engagement entails a thorough, written business assessment and action plan along with a 13 week cash-flow report. Ongoing services include implementation of action plan items, interim management, vendor management, debt restructuring and refinancing. These are conducted daily, weekly or monthly depending on the situation.

### *Crisis Management*

- Cash Flow Management
- Creditor/Vendor Negotiations
- Bankruptcy Strategies & Support
- Cost-reduction Analysis & Implementation
- Debt Restructuring
- Interim Management/Controllershship
- Financial Assessment
- Accounting Systems & Controls
- Loan Purchase/Sale Due Diligence

### *Productivity Optimization*

- Operational Efficiencies
- Business Evolution
- Business Stabilization
- Operations Restructuring

### *Strategic Planning*

- Revenue Growth
- Strategic Sales & Buyouts
- Divestitures
- Product/Service Rationalization
- Vertical/Horizontal Market Expansions

### *Sales & Marketing*

- Customer Relationship Management
- Sales Force Development
- Sales & Marketing Alignment
- Partner Audits/Assessment
- Strategic Marketing
- Communications Plans
- Intra/Internet Marketing Strategies

### *Human Resources/ Executive Coaching*

- Crisis Employee Communications
- Management/Employee Evaluations
- Board Development
- Leadership Development
- Team Development
- Ownership Transition/Succession

### *Reports*

- Detailed Assessments & Recommendations
- Due Diligence Business Reviews
- 13 Week Cash Flow Reports
- Industry Research & Trend Analysis
- Validation of Management Prepared Forecasts
- Liquidation Analysis

focussed  
versatile

## TIME AND MONEY ARE RUNNING OUT

*And with them go your options*

There are a number of different strategic actions we can recommend to help save a company. However, as the situation worsens, the less viable they become. The sooner you bring in NECP, the better the chances of executing a successful turnaround.

When you call, we will set up an immediate meeting. We will come to you, no matter where you're located, walk you through our proprietary methodology, and explain exactly how we intend to stabilize your company while we zero in on the invisible and provide a long-term plan that will put you back on the road to profitability.

Over the past 5 years, NECP has been providing value added consulting services to private and public companies operating in a variety of industries. Clients range in size from \$1 million to \$800 million in annual sales and are located throughout the United States.

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