



H A R N E Y
MANAGEMENT PARTNERS, LLC

Corporate Advisory

Troubled Company Advisory

Mergers and Acquisitions

Capital Advisory Services

Insolvency Advisory

Asset Recovery and Divestiture

Sales and Marketing Advisory

Sales & Marketing Advisory/Services

Does your borrower need a Sales and Marketing assessment?

If you are like most lenders, you can readily recite loan balances and other key terms to your client's business, but do you have the same level knowledge about your client's sales and marketing activities?

Harney Management Partners recognizes that the area of sales and marketing is seriously underserved within the turnaround industry. We also recognize that an effective sales and marketing initiative is an integral — and too often overlooked — element in improving overall company performance in a meaningful and sustainable way.

HMP provides sales and marketing advisory services for your clients which integrate strategies and tactics into the company's business model for a successful implementation. Our extensive experience and success in turnaround and crisis situations allows us to set realistic, achievable short-term objectives providing additional revenue to the borrower's business.

We start with an overall assessment which is both fast and cost-effective. That assessment will provide concrete recommendations including both strategies and tactics. If the borrower and/or lender desire, HMP can then offer an ala carte list of services to assist with the implementation process.

To learn more about Harney Management Partners, LLC please visit our website at www.harneypartners.com or contact Brian Payne at bpayne@harneypartners.com or call 630.655.3002.

Advisory Services:

- ◆ Rapid Sales and Marketing Assessment – Two Day Program
- ◆ Interim Sales and Marketing Management and Leadership Roles
- ◆ Integrated Planning and Budget for Sales and Marketing Programs
- ◆ Tools and Development of Sales and Marketing Programs
- ◆ Web Development, Assessment and Search Optimization Techniques
- ◆ Market Research and Competitive Analysis
- ◆ Development of CRM Capabilities
- ◆ Brand Development
- ◆ Public Relations and Communications Strategies
- ◆ Event and Tradeshow Planning and Development

HARNEY MANAGEMENT PARTNERS, LLC

Resourceful. Respected. Results.

Chicago: 630.655.3002 • New York: 212.829.4339 • Austin: 512.892.0803

harneypartners.com