



Unleashing the power of business relationships.

Do Your Critical Business Relationships Need Re-charging?

Waging the Full Battle

Focusing on *task* – data, analytics, R&D, technology – is the mainstay of most consulting firms when attacking the issue of improving business performance. But S4 Consulting understands that the full battle for competitive advantage is also won by optimizing *business relationships*. S4 has demonstrated time and again that unleashing the untapped potential in business relationships increases both employee and customer satisfaction and results in significant gains in growth and profitability.

S4 Consulting brings proven tools and methodologies that break down critical barriers to performance, aligning the energies of individuals, teams, groups and companies to work together more effectively. S4's approach allows workers to make greater contributions to their companies and their customers. It also makes work more meaningful and enhances career opportunities. Basically, unleashing the power of business relationships enables companies to create a sustainable competitive advantage.

Performance that Speaks for Itself

S4 has proven repeatedly that a systematic focus on business relationships can yield solid results for its clients:

- Devised a core partnership program for a client that resulted in doubling profits
- Grew a client's business from \$11 million to \$89 million by moving the relationship from supplier to strategic partner
- Helped a client recover one of its largest customers and sign a ten-year contract worth \$500 million
- Enabled sales managers to transition to the role of strategic account managers, resulting in contracts valued at over \$1 billion/year
- Ensured a successful acquisition through relationship audits, integration and alignment, saving the company at least six months in lost productivity



Seasoned Professionals

The only consultants S4 Consulting has are veteran consultants with decades of experience in business relationship management and industry specialties. Their advice is thoughtful, incisive, deep, practical and actionable.

S4 consultants help solve business problems by addressing business relationships and organizational needs. They work comfortably with senior management to set direction, get buy-in and execute plans. They don't tell you what's wrong then walk away – they roll up their sleeves and work with you to solve problems. Thanks to S4's unique approach, clients not only gain professional results but also grow personally.

Custom Engagements

With S4, there are no hidden agendas, no pre-canned answers, no force-fit solutions. Our assessments and recommendations are based on a thorough analysis of our clients' specific challenges and goals.

S4 Consulting Services

S4's robust suite of consulting services is organized around the four key categories of business relationships. Some examples:

COMPANY-TO-COMPANY

- Strategic Planning designed to make business relationship management a competitive advantage
- Strategic Customer Management
- Customer Protection, Recovery or Growth
- Relationship Due Diligence, Integration & Alignment during Mergers & Acquisitions

TEAM

- Management Alignment
- High-Performing Team Development

- Team Leadership
- Team Learning Skills

GROUP-TO-GROUP

- Cross-Functional Communication to reduce silo effect
- Process Improvement
- Organizational Alignment & Development
- Cultural Change

INDIVIDUAL LEADER

DEVELOPMENT

- Advisory Services
- Executive Coaching
- Succession Planning
- Training



Why Companies Trust S4 Consulting

- Deep understanding of business situations
- Proven methodologies, programs and tools to effectively deal with problems and challenges
- Whole brain approach that optimizes *business relationships and tasks* when improving performance
- Clients grow personally as well as professionally
- Companies get results and gain a sustainable, competitive advantage

Why Companies Contact Us

TO PROTECT BUSINESS RELATIONSHIPS

- A key customer is starting to question the supplier's value
- Industry restructuring is triggering heightened competition
- A customer's industry is consolidating, reducing the number of suppliers
- Competitors are making inroads
- Company is going through a merger or acquisition

TO REPAIR BUSINESS RELATIONSHIPS

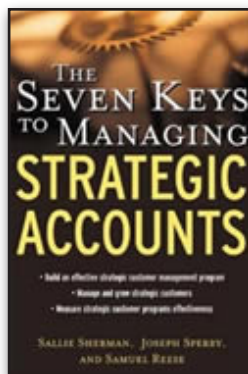
- A customer is threatening to leave
- Sales are falling dramatically
- Margins are eroding
- An internal "enemy" is sabotaging relationships

TO ALIGN BUSINESS RELATIONSHIPS INTERNALLY

- Internal units are pitted against one another
- Company wants to broaden and deepen its customer relationships
- Company is unable to align cross-functionally to effectively serve customers
- Company is planning for or undergoing a merger, acquisition or reorganization
- Customers' needs are not being properly communicated across the organization

TO IMPROVE BUSINESS RELATIONSHIPS

- Company wants to create opportunities to integrate its processes with a customer's processes
- Customers are asking for solutions, not just products
- Company is finding it harder to differentiate or explain its value proposition



Read Our Nationally-Recognized Book

The first in a series of books on the different categories of business relationships, written by S4 Consulting President Sallie Sherman, Ph.D. and Partner Joe Sperry. This important book has been hailed as an indispensable bible by a number of organizations. Dr. Sherman is

recognized as one of the nation's top experts on business relationship management.



S4 Consulting

Contact Us to Unleash the Power of Your Business Relationships

Better management of business relationships can yield significant increases in revenue, productivity and competitive advantage.

To learn more, call or e-mail Sallie Sherman, President:
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