

# Think ECS

to help turn around and support  
small & medium sized businesses.

We work with companies looking to transform their businesses,  
and to power profitability and growth.

## We would appreciate an introduction:

### *If you hear that a company...*

- Is struggling driving profitability or revenue
- Is in transition from one generation to the next
- Has rising costs or margins that aren't as good as they once were
- Has lost key personnel, leaving a talent gap
- Needs help building a strategy to delivers maximum results
- Requires project management support

### *If you hear that Sales...*

- Doesn't have / doesn't effectively utilize a CRM (customer relationship management) system
- Lacks leadership, or the Owner/President is trying to fill multiple roles
- Is facing down or flat results
- Is disorganized and doesn't have a direction, plan or process
- Needs training or support, whether as a group or with a new sales manager

### *If you hear that the Operations area...*

- Is struggling to keep up with order demand
- Has a line of business not performing to expectations
- Is trying to get a handle on rising cost to improve margins
- Needs to fix distribution issues or change the distribution model
- Requires process improvements or has issues with high product waste
- Faces inventory control issues

If you hear of a company facing any  
of these issues, reach out to  
Bill Morrow, Managing Partner:

**bmorrow@thinkempirical.com**  
**(610) 310-6707**

### *If you hear that Marketing...*

- Is not delivering a steady lead flow to sales
- Lacks a cohesive strategy, paired with sales, to deliver results
- Requires updated branding or messaging
- Needs to create a new website or updated marketing materials
- Doesn't have a strategic plan that includes social selling and lead generation
- Lacks a true marketing professional

### *If you hear that the Finance area...*

- Doesn't exist/is run by the owner
- Is looking into selling or buying a business
- Aims improve cash flow
- Must value a business
- Struggles with customers who don't pay on time
- Has issues with suppliers or being put on credit hold or not delivering
- Doesn't have someone looking strategically in finance and instead just utilizes a bookkeeper or CPA

### *If you hear that HR...*

- Needs to review their talent base and overall HR strategy
- Is looking to update or build a new handbook
- Deals with high turnover, and cannot retain employees
- Doesn't have a dedicated head of HR



**empirical**  
consulting solutions

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