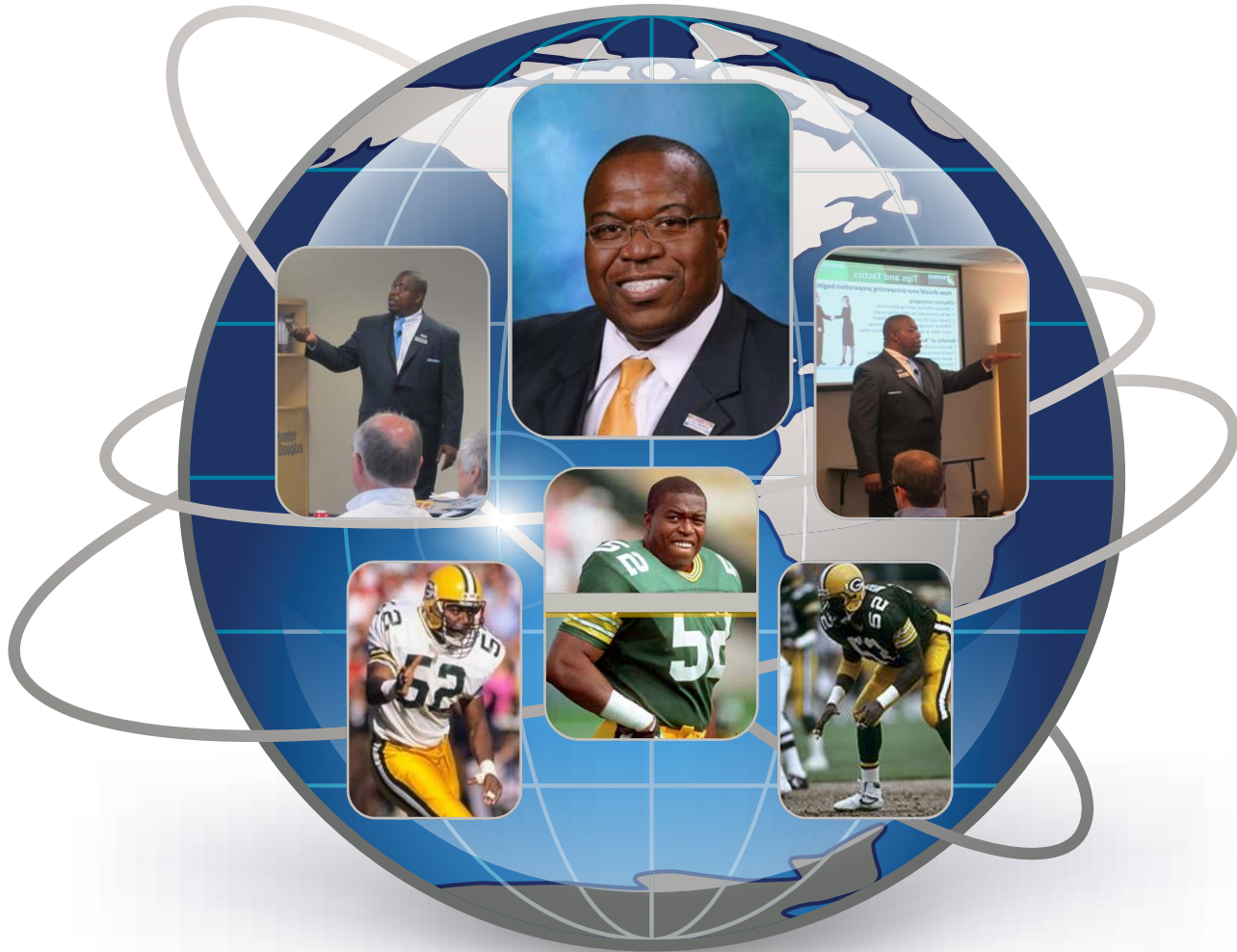


# MIKE WEDDINGTON

## CONSULTING GROUP



WORLD CLASS DISTRIBUTION CONSULTING  
REAL WORLD BUSINESS SOLUTIONS



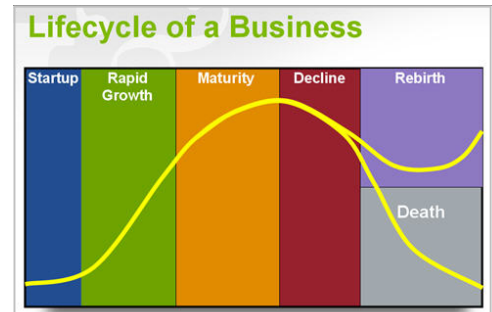
MOTIVATIONAL & KEYNOTE SPEAKER  
GUEST LECTURER ▪ BUSINESS COACH  
LEADER ▪ WRITER ▪ TRAINER ▪ MENTOR  
BUSINESS EXECUTIVE ▪ OWNER  
SMALL BUSINESS ADVOCATE  
PROFESSIONAL FOOTBALL ATHLETE

# FOCUSING ON YOUR UNIQUE BUSINESS

## SMALL BUSINESS OWNERS ■ ENTREPRENEURS

Reviewing Your Business Challenges and Opportunities  
and Defining Realistic Strategies and Solutions

- What lifecycle stage is your business in?
- Have your sales grown at the rate of the market?
- Experiencing a sales plateau? Do you know how to break it?
- Are you acquiring customers only through personal referrals?
- Looking to sell your business within the next five years?
- Thinking of retiring? Do you have a succession plan in place?
- Is your successor familiar with your plan and prepared to take over the reins?



Whether you are an established or new small business or entrepreneur, Mike has solutions for the top challenges and opportunities you're facing to help prepare you for a profitable future.

Mike traveled North America for eight years presenting 400+ group seminars and over 200 CEU seminars, certified by 5 different trade associations. Working one-on-one with over 250+ window fashion dealers, he collaborated with dealers to pinpoint obstructions, develop action plans for change and generate customized solutions for their businesses.

Top dealers across the U.S. and Canada shared their best practices and real world practical applications in marketing, social media, sales and operations. *Combining shared dealer experiences with Mike's business experiences, solutions were found through collaboration.* Results shared in seminars answered the question, "What are other dealers doing?"

### MIKE WEDDINGTON CONSULTING GROUP SERVICES

#### Formal Planning Process Meetings

- Consulting in person or online with video conferencing applications.
- Select from 1, 3, 5 and 7 business meeting packages.

#### Customized Seminars & Group Topics for Businesses and Their Teams

- Managers/Owners: Operations, Financials Review, Key Performance Metrics (KPM), Social Media, SEO, E-Marketing, Web Support, Hiring and Staffing.
- Marketing Team: Traditional Marketing, Social Media, SEO & Web Support.
- Sales Team: Selling Process, Prospecting, Overcoming Objections, Elevating the Customer Experience.

#### Keynote Speaker

- Motivational, Sales, and Leadership topics.



# FORMAL BUSINESS PLANNING PROCESS

## BUSINESS CHECK-UP PACKAGE PRICING

Financial Review ▪ Operations ▪ Traditional Marketing  
Social Media & e-Marketing ▪ Web Support ▪ Selling Skills ▪ Staffing



Would you wait 25 years and never get a **medical checkup**? Why would you go 25 years operating your business and never have a **business checkup**?

If you are thinking of retiring within the next 10 years, expanding your business or reaching your next level of success...**"YOU OWE IT TO YOURSELF"** to look at your business through the eyes of an outside consultant. Call to schedule your business meetings today.

### STARTER PACKAGE: Annual Checkup ▪ Business Meeting ▪ 1 Meeting \*

**PURPOSE:** Have open dialogue about business opportunities and challenges to provide concepts for consideration to implement in your business. Schedule your Annual Checkup to review year over year strategies and performance.

- Consists of **3** hours of consultation support:
  - 1 hour WebEx meeting to discuss and review top challenges and opportunities.
  - 1 hour preparation and pre-assessment.
  - 1 hour WebEx meeting with follow-up analysis and **Final Action Plan**.

### BASIC PACKAGE: Business Checkup ▪ 3 Meetings \*

**PURPOSE:** Identify 1-2 specific challenges or opportunities and create deliverables or a step by step action plan.

- Consists of **9** hours of consultation support:
  - 3 - 1 hour WebEx meetings or 2 - 1 ½ hour WebEx meetings.
  - 3 hours preparation and research to create the deliverables or action steps.
  - 2 - 1 ½ hour WebEx meetings to discuss and review all deliverables and **Final Action Plan**.

### DELUXE PACKAGE: Business Checkup ▪ 5 Meetings \*

**PURPOSE:** Identify 2-4 specific challenges or opportunities and create deliverables or a step by step action plan.

- Consists of **15** hours of consultation support:
  - 5 - 1 hour WebEx meetings or meetings to equal 5 hours overall.
  - 7 hours preparation and research to create the deliverables or action steps.
  - 2 - 1 ½ hour WebEx meetings to discuss and review all deliverables and **Final Action Plan**.

### PREMIUM PACKAGE: Business Checkup ▪ 7 Meetings \*

**PURPOSE:** Identify 4 -7+ specific challenges or opportunities and create deliverables or a step by step action plan.

- Consisting of **21** hours of consultation support:
  - 9 - 1 hour WebEx meetings or meetings to equal 9 hours overall.
  - 9 hours preparation and research to create the deliverables or action steps.
  - 2 - 1 ½ hour WebEx meetings to discuss and review all deliverables and **Final Action Plan**.

*\*Call for Package Pricing - "A" Pricing will be with Senior Consultant - "B" Pricing will be with Mike Weddington.*

*Starter Package price may be credited towards other packages if booked within 3 months following Starter Package meeting.*

*Packages will provide deliverables, step-by-step action plan and documents/statements that could be used in the implementation phase.*

*Instructions will be provided for using Webex and Box cloud sharing platform. Forms of payment include PayPal, Visa & MasterCard.*

# MICHAEL WEDDINGTON

## BUSINESS & SPORTS BIO AND BACKGROUND

Small Business Advocate ▪ Marketing Strategist  
Motivational Speaker ▪ Guest Lecturer

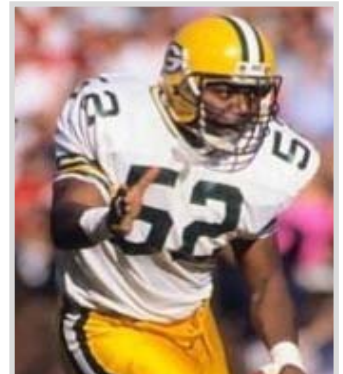
Mike Weddington is a business and marketing strategist and speaker. Traveling North America in the past 8 years, he worked intimately with retailers, dealers and distributors to create strategic business models that drive sales and achieve positive results. Mike's proven strategies, gained from hands-on experience and research at the dealers' level, will reduce years of a business learning curve when implemented. A solution for one business is a solution for many. He has a proven track record of helping businesses create a plan of action to become more effective, maximize profitability and increase sales.



Mike's diverse management experience has included managing over 150 employees and 2000 accounts, managing sales, marketing, distribution, two manufacturing facilities, three call centers, accounts payable, and two separate business unit accounts receivable departments at Hunter Douglas with sales of \$50+M in annual revenue. With over 30 years of sales, marketing, manufacturing and distribution experience with Hunter Douglas and Wilsonart International, Mike has a distinctive level of experience, making him uniquely qualified as a professional speaker and leader in his industry. He has presented 400+ group seminars and 250+ formal planning business sessions with small businesses across North America. As Director of Sales & Marketing with Wilsonart International, Mike grew North American sales from \$20M to \$120M+ in only five years.



A seasoned business professional, he holds a Bachelors Degree in Business Management from the University of Oklahoma. Leaving his alma mater, he entered another arena, playing professional football for 8 years, joining the USFL's New Jersey Generals for three seasons followed by five seasons with the NFL's Green Bay Packers. The competitive spirit which led to his success on the football field has transferred seamlessly to his professional career in business management. Mike is a dynamic, no-nonsense sales and business development executive and motivational speaker. He consistently exceeds expectations, is fun to work with and listen to, inspiring executives, managers and entrepreneurs to become more profitable and successful.



### RAVE REVIEWS

*"Wow, wow, wow! Your days here were some of the most exciting and productive 'training days' we have ever had. Everyone is abuzz about your topics, concepts and conversations."* Will Bathke, Owner - Aero Drapery & Blind

*"Mike is an excellent speaker and motivator who reaches everyone in attendance. His energy is infectious."* Sid Goldberg, Owner - Goldberg and Associates, Kravet/Lee Jofa

*"Mike, you are very inspiring and such a great speaker! I am still getting great feedback from the design community! Let's do this again. I have requests that attendees would like to have a full day workshop."* Lailyn Arganosa, Marketing & Events Manager - SOFA: Source of Furniture + Accessories



MIKE WEDDINGTON CONSULTING GROUP

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