

Corporate & Business Strategies

For Small to Medium Size Organizations

WHO is Tru-Point Synergy

We are a management consulting firm focused on helping small to medium size businesses with the following:

- **Efficiency & productivity**
- **Profitability through cost-containment**
- **Improve firms competitiveness**
- **Organizational restructuring**
- **Leadership & management training**
- **Mergers & acquisitions**

How we can HELP your business

Most small to medium size firms are led by individuals or teams that are fully involved in billable work leaving little or no time to fully analyze the company's performance.

The professionals at Tru-Point Synergy are experienced in analyzing available data in most firms to develop strategies that are long-term and hard to replicate by the competition.

We have developed a reputation of delivering solutions that are cost-effective, and easy to implement.

5 common CHALLENGES facing small/medium businesses today

Ineffective Leadership: there are numerous attributes (inspirational, contextual, etc.) of leadership that are not inherently obvious and or practiced in a manner that creates additional value for the organization. When leaders expense their time in management activities in lieu of setting goals and visions, this undermines cultural development and profitability.

Poor Marketing Strategy: recognizing the different segmentation and payer mix of the current and future customers is integral in establishing systems and strategies that will improve the firms position along the value equivalency line against the competition. Small/medium size firms tend to shy away from expending capital in performing marketing analyze that can help them better compete.

The Bottom-line: understanding the importance of the following financial measures is critical to the long-term viability of the organization

1. **Revenue**
2. **Cost of sales (purchases, inventory, etc.)**
3. **Operating expense (salaries, marketing, etc.)**
4. **Net income**

Quality versus Growth: growing pains are synonymous with small/medium size firms that are hovering on the border of sacrificing quality for increased margin. This is a sure strategy for destroying a brand or company image.

Technology: understanding the cost/benefits of having appropriate IT systems that can improve operational efficiency, billing, data storage and retrieval is highly associated with bottom-line improvement.

WHY should Tru-Point Synergy be your preferred consultant

- Our **commitment** to your organization is encapsulated in the following four attributes:
 1. **Openness/transparency**
 2. **Excellence in delivery**
 3. **Effective communication & listening to your needs**
 4. **Results**
- Our **consulting fees are lower** than those of the larger management consulting firms due to our limited overhead costs.
- Our team of qualified consultants has **in-depth knowledge** of the local market. Our consultants are astute in taking the local information and correlate with information in the global market to ensure the proposed strategy or solution can be replicated on a large scale or new location.
- Our main objective is providing our clients with **value-based solutions** that are tailored to fit their needs.
- Tru-Point Synergy is focused on building strong **long-term relationships** with our clients.
- Most of Tru-Point Synergy's clients are located within a reasonable driving distance which makes it easy for our consultants to **respond to our clients fairly quickly**.

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