



Professional Consulting & Interim Management

How to Thrive in These Turbulent Economic Times

June 2009

Lew Brown

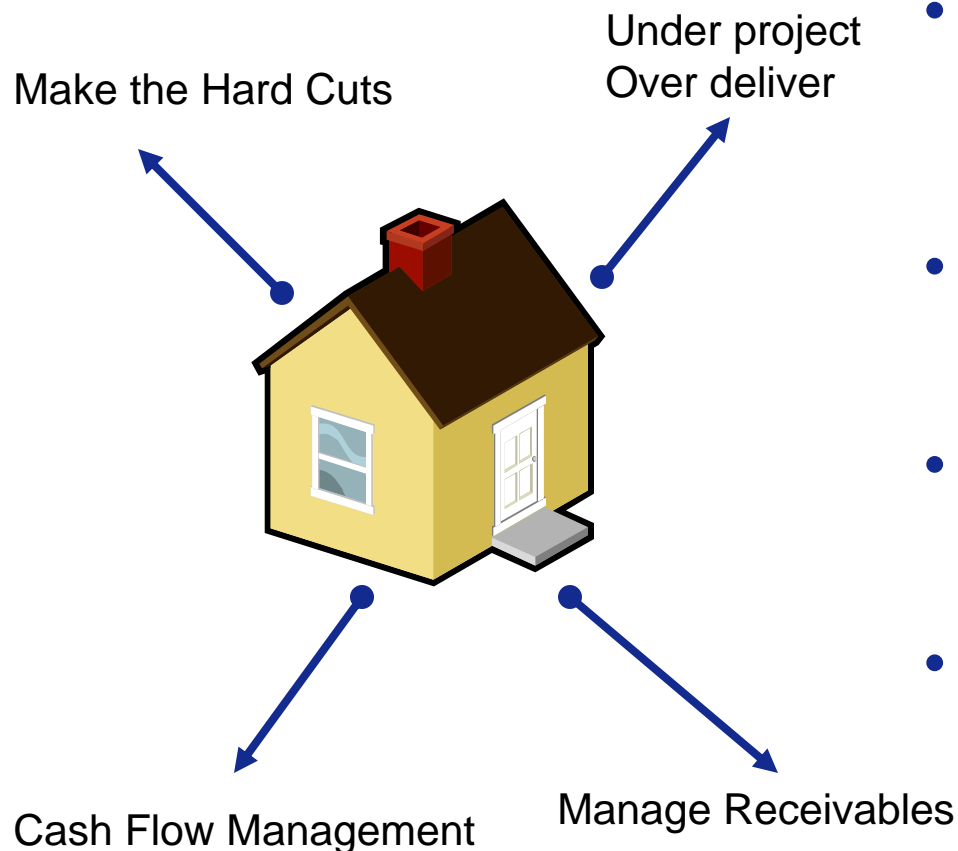
Robert Heiblim

Premise



- **This market environment is challenging for everyone, your competitors are no less vulnerable**
- **If you can be agile, willing to change and adapt, you can not only survive, but thrive**
- **No sacred cows, everything up for review**
- **You cannot do this yourself... partner, partner, partner**

Step One – Get your financial house in order



- **Cash Flow – Running Negative?**
Do you know exactly how many days of cash you have?
- **Nothing is sacred...Cut, cut and then cut some more.**
- **Receivables – Be extra careful in this economy**
- **Partner with your partners**
 - **Share your plan**
 - **Solicit their help**
- **Under budget and over deliver**

Step Two – Goals and Measurement



- **Clarity is king...be specific.**
- **Short term and attainable, but stretch!**
- **Are you sure you are measuring the right things?**
- **Lack of sophisticated tools are not a good excuse.**
- **Consider that everything can be measurable**

Step Three- Before deciding what to do, decide what not to do



- You were already at capacity when business was robust
- No one is walking around looking for something to do
- Sometimes great initiatives still have to go

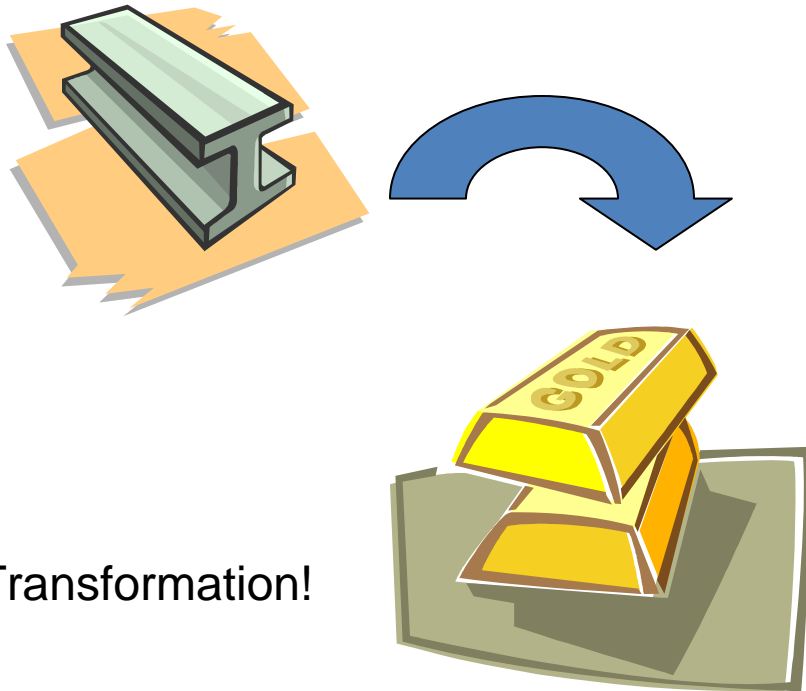
Step Four - Sales, Marketing & Operations...is the way I have been doing it the way I should be doing it?

Legacy practice may no longer serve you



- **Inside sales, outside sales, reps, distribution, direct...challenge all your assumptions**
- **Your current customers, new customers, PR, community, blogging, forums, email, Twitter, Facebook...explore your options**
- **Supply chain, IT, paper flow, purchasing, inventory management...it is a game of inches and every penny adds up**

Step Five - now is the time for longer term strategy



Transformation!

- Now that things are stable, point an eye to the future
- Is the business you have loved in the past going to serve you going forward?
- The economy has changed, the customers have changed, the culture has changed, but have you changed?
- Can you objectively do a SWOT analysis & Vision/Mission - Objectives/Goals development?



Professional Consulting & Interim Management

About Blue Salve

Lew Brown and Robert Heiblim, Founders of Blue Salve, have over 40 years of "C" level executive management and consultancy with a core focus on Consumer Goods, Consumer Technology and Consumer Electronics. BlueSalve has had successes in all aspects of the market chain including; retail, alternate channels (i.e., integrator, Telco, Cable MSO) manufacturing, distribution and embedded technology.

BlueSalve has a network of associates at all levels and serves clients as individuals or as a team. Whether you are start-up, growth, mature or turnaround, BlueSalve and its associates can tailor the team to suit your requirements. With emphasis in Strategy and General Management, Business Development, Sales, Marketing, Product Development and Operations, Blue Salve's solutions will help you thrive in today's challenging market.

www.bluesalve.com

- Lew Brown

Lew has been in around the Consumer electronics and Consumer Goods sectors for over 30 years. He has held roles as Strategic Consultant, COO, CEO, President, VP Business Development, Sales and Marketing. Mr. Brown has had success with turnaround, start-up and growth companies. He is a consummate team builder, leader, deal maker, strategist and implementer and he excels in bringing new products and technology to market.

- **Telephone: 415.686.5865**
- **email: lew@bluesalve.com**

- Robert Heiblim

Robert Heiblim has more than 30 years of experience in the consumer electronics field encompassing all phases of general management, including management of new technology start-ups, and high growth companies. Robert's expertise encompasses all facets of new product development, manufacturing, sourcing and supply chain efficiencies, pricing and positioning, CRM and the customer experience

- **Telephone: direct...973.226.5733**
mobile..201.738.5769
- **Email: robert@bluesalve.com**



Professional Consulting & Interim Management

Thank you