

**Delivering the Architecture for
Profitable Revenue Growth**



Revenue Growth Experts

Accelerate Revenue. Drive Growth. Deliver Results.

Leverage an established revenue growth architecture to solve challenging growth issues. Northpoint is a management consulting firm providing expertise in the design, delivery and execution of the business strategies required for sustainable top-line profitable revenue growth. With an emphasis on delivering results—not just creating plans and strategies, but successfully overseeing implementation—our clients continually see increased momentum, performance, and top-line growth.



Ask the right questions for GROWTH

Strategic Consultants Who Answer the Challenging Questions To Drive Growth

Northpoint Business Advisors works primarily with CEOs and senior executives to help them solve difficult problems related to revenue growth, strategic acquisitions, and market strategy. Our strategies utilize a combination of collaborative coaching, extensive industry knowledge, complex analysis and expert insight to enable our clients to take confident, calculated action. The Northpoint team will deliver the answers and solutions you require to move past difficult revenue growth challenges.



"Having Northpoint on board to help drive our major change program made the initiative a lot easier. I found it tremendously helpful to rely on a senior consultant to guide us through the process. It enabled my team to stay focused on the day-to-day issues. Northpoint delivered tenfold."

— Chief Executive Officer,
Building Technologies
Company

"Northpoint was integral to our study of market adjacencies. We trusted their well-developed insights. Their ability to dig deep and provide insights, not easily found is unique to them vs. the other firms we had do similar work."

— Sr. Vice President
Business
Development,
Water Technologies
Company

Build the right strategy for GROWTH

Revenue Growth Experts Who Understand the Art And Science of Consulting

Overcoming complex growth challenges requires a robust mix of proven strategies and tactical solutions. Leveraging our wealth of strategic advisory and CEO consultant experience, we have developed support programs that integrate these solutions into your company systems and processes. Northpoint's top line management consultants can help you overcome tough market challenges with powerful revenue growth programs.



Select the right consultant for GROWTH

Is Northpoint Business Advisors Right For My Company

Northpoint is rated as one of the best top line consulting firms in the Northeast because we only work with corporations and companies in which we can guarantee accelerated and sustainable revenue growth. We work with senior executives of objective B2B corporations and medium-sized companies who are open to looking beyond their existing systems and expand their boundaries with well-tested, and proven revenue growth strategies.



"Northpoint has the knowledge, expertise, and resources needed in every layer of the value stack. They have helped us balance our cost and value investments with dynamic results."

— Sr. Vice President
Strategy & Chief
Technology Officer,
High Tech Company

"If we had tried to change our branding and go-to-market strategy on our own, we would have struggled to deliver on time ... Northpoint is a key reason we were successful."

— Chief Marketing
Officer, Medical Device
Company

The Northpoint Consulting Methodology

For Profitable Growth



An Approach Focused On Accelerated Return On Investment

Many advisors are narrowly focused on one specific area of your corporation, such as pricing or segmentation. As a senior executive, you need a consultant that understands the entire ecosystem of your enterprise. The Northpoint perspective is all-encompassing, our approach is systematic, our goal is to drive top-line growth, and our results are improved gross profit. Our experience shows that 75% of growth projects fail due to an inaccurate identification of the real problem, so we pay close attention to getting the diagnosis right.

A Methodology Focused On Results

Many Northpoint clients view us as “Revenue Growth Coaches” — experts at diagnosing the root causes of revenue shortfalls, developing a path through the challenges and guiding our clients to sustained growth.

Northpoint implements practical, achievable programs that leverage your strengths and set out to accelerate the core drivers of growth. We have the framework, skills, and experience to analyze your system for opportunities and make sound, fact-based recommendations for change.

Simply put, after implementing the recommendations from our consultants, Northpoint clients are more successful and perform at the top of their industry group.

Northpoint will research your company and industry thoroughly, understand your products, and utilize the best minds in the profession to produce superior results. Northpoint explores all possible drivers for revenue growth, organic and inorganic.

Along with maximizing your current market profitability, Northpoint will also help you identify frontier markets to improve your future positioning, and develop systems to harvest them.



The Northpoint Value Stack™ Model



Northpoint helps clients grow by accelerating the ability to create value. We use the **Value Stack as our guidepost to the key drivers for value creation.**

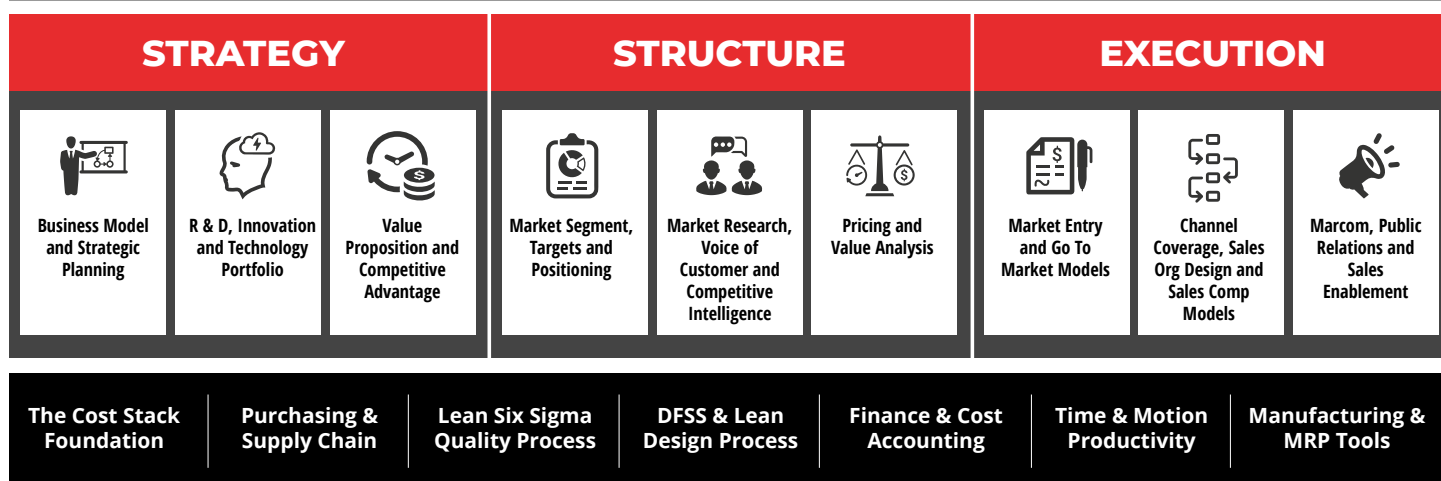
Northpoint drives revenue growth with a focus on three key areas across the organization:

- **Strategy:** Develop a benchmark business model and strategic plan. Optimize the R &D and innovation effort. Identify the value proposition and points of competitive differentiation.
- **Structure:** Analyze the most viable target markets, buyer personas and correct positioning of the offerings. Research current and adjacent markets with landscape reviews. Listen to the Voice of the Customer and stay ahead of the competition. Establish your pricing to deliver maximum value to the customer and to your organization.
- **Execution:** Determine the most effective market entry points, Go To Market models and channel strategies. Optimize your sales coverage model and sales incentive plans. Ensure that you drive growth in your pipeline with buyer's journey focused content, leading edge public relations and a robust Sales Enablement function.

The Value Stack model and components are the fundamental pillars of a sustainable revenue growth engine for your organization.



Northpoint Value Stack™ Model for Sustainable Revenue Growth



Many companies emphasize the “cost stack” in managing their enterprises. They focus on understanding and tightly managing the activities that reduce the cost of delivering products or services in an attempt to maintain a competitive advantage.

Often neglected, however, is the “value stack”. A value-based management approach aims for the maximum price-value for offerings and intends to gain market share by providing confidence and establishing a difference to valued customers.

Value-focused management helps companies connect with customers, understand core product and service value, increase market share, and build a competitive advantage based on differentiation and loyalty on top of a strong foundation of cost savings initiatives. In essence, value stack components help to build sustainable engines of growth. Northpoint has the tools, framework, experience and success with every layer of the Value Stack.

SUCCESS STORY

Situation:

Water systems company needed to accelerate revenue growth and to increase the engagement of the executive team.

Challenge:

The client had an excellent product portfolio but was not optimizing market penetration and channel coverage. The client

also wanted to analyze potential opportunities for disruptive market actions.

Solution:

Applied the Northpoint Business Intensification Process to identify key areas for improvement through a highly engaged cross-functional team. The team had a charter to focus on 2-5 areas to generate incremental revenue in

a maximum of 6-18 months. Also applied the Northpoint Strategic Choice Structure framework.

Results:

- Pricing study completed which provided \$6.5M to bottom line.
- Identified a new \$1.0B market and technology opportunity.
- Increased channel and market access by 150%.

Established Process. Real Teamwork. Commitment to Results.



Many consultants are narrowly focused on one specific area of your business, such as pricing. The Northpoint perspective is broader and our approach is systematic. The goal is always profitable top-line revenue growth.

- Northpoint understands the costs and risks of change, therefore when providing prescriptive recommendations we are surgical at making the needed changes. Northpoint implements practical, achievable programs that leverage your strengths and only set out to fix the core drivers of growth.
- We have the framework, skills, and experience to analyze your system for growth and make sound, fact-based recommendations for change. Simply put, after implementing our recommendations, our clients are more successful and perform at the top of their peer group. Our clients view Northpoint engagements as a high-yielding investment, not an expense.
- With the Northpoint consulting approach, we research your industry inside and out, understand your products and utilize the best minds in the industry to determine the optimal set of recommendations. Northpoint explores all possible drivers for revenue growth, both organic and inorganic.



Focus on all Avenues for Growth

Organic Growth

Northpoint is experienced in all elements of organic growth and capable of supporting all that apply, or diving into the one specific area that requires the most help for your organization.

Key organic growth areas include:

- Innovation strategy and product and offering management
- Value proposition development and market segmentation
- Market attack strategy
- Market access and sales channel strategy
- Sales enablement programs for sales rep productivity

Inorganic Growth

The Northpoint team can help you identify and access new markets, evaluate market-entry strategies, and select and engage prospective targets. Once a merger or acquisition is executed, our experts can also support the on-boarding and integration process to drive full realization of the M & A value.

Key inorganic growth areas include:

- Value chain assessment
- Identification of market adjacency
- M & A targeting for companies, technology, and channels
- Development of business alliances

SUCCESS STORY

Situation:

A distributor of capital equipment was losing share in key markets and needed to recapture market share and to grow revenue.

Challenge:

The client had a sub optimal value proposition with the

targeted channel partners and end customers.

Solution:

Northpoint developed a 6-point market attack plan that centered on dealer recruitment and streamlined sales focus on the 15% of the portfolio that delivered 90% of revenue.

Northpoint also analyzed and restructured the client's marketing process.

Results:

- Sales of the primary product lines increased 28% in the next fiscal year.
- Stocking and carrying costs were reduced by 18%.

A Complete Practice Area Portfolio.

A Singular Growth Focus.

Northpoint Business Advisors offers a full range of unique and proprietary products and services that will help your organization accelerate growth, avoid pitfalls and risks, and exact a sustainable competitive advantage. The Northpoint practice areas include:

Strategic Planning:



The Northpoint team of experts serve to extend your team and provide an outside-in perspective to your strategic planning process. Northpoint provides an unbiased perspective and a

fact-based, analytical approach to strategic choice selection that yields successful results.

Market & Channel Strategy:



Research and analytics to help you identify and activate channels that will connect your products and services to your target customers. Services include: market segmentation

assessments, landscape reviews, channel coverage models, pricing and value analysis and go to market studies.

Market Entry & Research:



Northpoint performs quantitative and qualitative research to help you understand and operationalize market access, customer demand, voice of the customer and competitive

positioning. Services include: market entry analysis, voice of customer research, SIMALTO research and competitive intelligence studies.

Sales Enablement:



Accelerate your sales motion with the content, tools, learning and programs aligned to the buyer's journey and designed to elevate sales rep productivity and efficiency across the sales

organization. Services include: sales and marketing alignment, sales onboarding and training program design, buyer centric messaging, demand generation programs and technology evaluation.

Sales Operations:



Build a foundation of operational excellence to drive revenue growth with sales coverage models and incentive compensation plans aligned to your organization's strategic

priorities. Services include: sales coverage model and position design, sales recruitment strategies, sales compensation plan design and budget and forecast process.

Innovation Acceleration:



Connect your research and development more closely to the market to develop and deploy innovation strategies for your business. Services include: technology landscape reviews,

market forces analysis and time to black studies.

Expert Industry Perspective.

Customized Growth Plans.

Northpoint has the expertise that your organization needs to address revenue growth challenges specific to your market, channels and customers. In addition to our horizontal market expertise, the Northpoint team provides focused domain and industry expertise in several key vertical market sectors.



Building Technologies & Construction:

Building Technologies and Construction organizations face the challenge of driving growth in an increasingly dynamic global marketplace. Innovative technology brings market uncertainty. The challenges grow in proportion to the complexity of the innovation being deployed. Smart building technologies create new growth opportunities for this industry to navigate.



Healthcare, Medical Device & Life Sciences:

New government requirements and mandates top the list of challenges for Healthcare, Medical Device & Life Sciences organizations. A shift towards value-based care is high on the list, as is using big data to improve healthcare quality and reduce cost. These organizations face key challenges such as better treatment for chronic conditions, transition to preventive health practices vs. reactive care, and a need to bring more innovation to the market along with better technology integration.



High Tech & Software:

For high tech and software companies, there's no shortage of innovative strategy to address today's most pressing issues. The opportunity for growth comes with significant challenges such as: the impact of robotics and AI, cybersecurity threats, sourcing talent, and maintaining the required pace of innovation. Market leaders must organize around change and technology integration, to gain and sustain competitive advantages while avoiding going to market disruption.



Utilities & Renewable Energy:

The global power sector is experiencing real transformation. Energy demands and the role of the consumer are shifting. This demand shift brings new pressures and strains to an aging power grid. Energy sources are in transition as the economics of energy delivery, storage and consumption continue to disfavor coal while renewables gain in strength. Utilities and Renewable Energy organizations must improve operational execution to accommodate these market changes.



Water Technologies:

There are new questions about the economic outlook for the water sector. A stable industry is now on the cusp of real change. Water technologies are moving towards IoT solutions to address legacy infrastructure issues. Global capital and infrastructure demands will continue to attract innovative technologies, new business models and growth oriented companies.

About Northpoint Business Advisors

Revenue Growth Experts

Since 1995, Northpoint Business Advisors has been successfully helping companies of all sizes identify new revenue sources. More than 200 companies have discovered the value of bringing in our firm to take a comprehensive look at their existing business models and strategies. And we think you should too.

We keep abreast of the latest approaches in business solutions, strategy, analysis and operations, enabling us to help you get a fresh perspective of what needs to change to optimize your business for accelerated revenue growth.

Northpoint's expertise is in varied markets including, but not limited to, medical devices, building systems, high-tech manufacturing, water and energy infrastructure, and renewable energy.

We are lean and agile, and experts at creating high-performance, on-demand teams. Once your project needs are identified, we'll deploy a team of professionals with the highest level of experience. Our company is made up of direct employees, dozens of associates, and over 50 top-level authorities in varying business fields.

High-Value Performance

Northpoint maintains close ties with thought leaders, industry analysts, technologists, researchers, regulators, and key executives at leading market firms. We ramp-up quickly and get expert answers and insights fast. Our "outside-in" perspective extends beyond our organization to assure all perspectives are vetted and sound before they reach your team.

The Northpoint Revenue Growth Commitment

You may be concerned about group think and need a fresh set of eyes to look at your project. Maybe you have a critical project but don't have enough bandwidth on your team to get started. Or maybe you're stuck on a tough problem and can't sort it out. In any case, Northpoint can help. We can be your trusted business advisor, and help you and your team achieve successful results...fast. That is the Northpoint promise.



Stay current with the latest news, strategies and technologies for sustainable revenue growth. Subscribe now to the Northpoint Business Advisors blog. The DIRECTIONS blog is a leading edge resource for revenue growth strategies. Subscribe at: northpointadvisors.com/blog

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