

NORTHPOINT
BUSINESS ADVISORS

NorthpointGOLD

Better Decisions. More Growth.

What you aren't asking yourself can make all the difference

You know your team, and they know your goals and how you do business. If you rely purely on each other, with no outside perspective, you'll keep getting exactly what you expect and no more. If you activate **NorthpointGOLD**, you can stay more connected to every initiative while maintaining focus on your top priorities. You can fill current knowledge gaps to tackle your most complex challenges.

We help you answer tough questions to make critical decisions confidently:

1. How complete is your current strategic input?
Is enough input coming from outside your company?
2. How effective is your current business process?
Can you test better options without losing focus on your priorities?
3. Are your year-end results the best they could be?
Could you achieve more with fewer resources if you had to?



Introducing **NorthpointGOLD**—The Latest Innovation from a Proven Strategic Resource

Northpoint Business Advisors has been helping clients accelerate growth for more than two decades.

Based on continued requests by our clients, we are now extending our availability beyond the scope of individual projects. You can access our expertise any time to check critical decisions or explore options.

NorthpointGOLD is as malleable as it is valuable. We bring you a defined-engagement program you can customize by duration and depth of services delivered. Every engagement features the specific services you need delivered at a predetermined cadence.

Achieve sustained, strategic growth with NorthpointGOLD:

- Outside perspective and expertise running in parallel to your inside team
- Proven methods to gain insights about your business and identify opportunities
- Flexible engagements with defined deliverables you can count on.

Clients activate their NorthpointGOLD at the most critical times:

1. Taking on new responsibilities as a leader
2. Investing large sums on innovation, infrastructure or acquisition
3. Making irreversible tactical decisions



"We have turned to Northpoint for their insights for years. Now, with NorthpointGOLD, we get the value of their thinking on a schedule that helps strengthen our business all year."

— Medical Technology
CEO

Design your ideal NorthpointGOLD Program



DURATION

Unlike an individual project that is priced and scheduled according to one deliverable, Northpoint GOLD engagements are long term with a predictable, pre-determined, monthly fee. You have access to our insights at any time in addition to seeing progress on your specific suite of deliverables. You can choose an engagement duration according your needs or budget, or we will recommend one based on the deliverables you choose:

12-month / 24-month / 36-month



DELIVERABLES

You can choose any number of services and together we will prioritize and schedule their completion throughout our engagement:

- Competitive Intelligence
- Landscape Review
- Internal Assessment
- Strategic Planning
- Mega/Micro Trending
- Exposure/Threat Review
- Organizational Anthropology
- Marketing ROI Analysis
- GUBA Analysis
- Key Advisor Support
- Touchpoint Engagement
- Revenue Growth Analysis
- Customer Engagement Process



DEPTH

Every **NorthpointGOLD** program is spearheaded by the Managing Director. We then identify and engage any additional expertise your defined program requires:

- Project Management
- Market Research
- Marketing Communications
- Data Analysis
- Financial Analysis
- Strategic Planning

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.



Someone is always going to assess your strengths and vulnerabilities; it would be best if it was Northpoint and not your competition. Build your ideal **NorthpointGOLD** program today, call **833-GROWREV (833.476.9738)** or email us at **info@northpointadvisors.com**.

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