

## EXITMAP<sup>®</sup> FINAL PLAN AND ACTION ITEMS

CLIENT: PETUNIA AND COSMO SPACELY

TITLE: CEO AND PRESIDENT

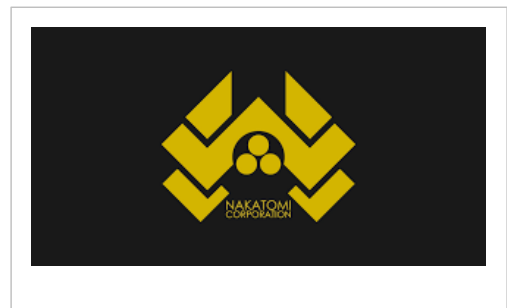
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## REVENUE/PROFIT ANALYSIS

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**Sales Management:** There is considerable concern regarding your sales manager. He maintains virtually all major customer relationships for himself, makes discusses openly his recruitment by your competitors, and is plain about his expectation of ownership side-by-side with Angela.

**Vendors:** You maintain most key vendor relationships, with your purchasing manager acting primarily in inventory control.

**Pricing:** Your quoting system, where customers offer you the opportunity to beat the best competitive price they've received, is fraught with potential issues.

**Competitors:** The Company is chiefly getting competitive price information from a biased source, its customers.

### ACTION ITEMS

- The Company should be investigating the following:
  - Related products that are not sold entirely on low price bids
  - Packaging products in bundles where the Company's breadth of offerings and fill rate would be a differentiator.
  - Breaking out the Company's warranty policy as a renewable contract
- Create sales incentives that encourage salespeople to take on more of the customer relationship role.
- Develop a Stock Appreciation Rights agreement or other form of virtual equity for Rollo Tomassi that:
  - Is coupled to non-compete and confidential information agreements.
  - Pays in installments following his retirement or separation, and is void if he works for any competitor during the term of the installments.
- Upgrade purchasing capability either through training for Chick Itall or hiring a higher level of manager.



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