

## PROFESSIONAL BUSINESS ENHANCEMENT SERVICES

### ASSESSMENT

Meeting with Management  
Interviewing Personnel  
Structure/Scope of Business  
Goal Development  
Task Analysis

### SOLUTIONS

Strategic Plans  
Business Plans  
Policies  
Procedures  
Workflows  
Employee Handbooks  
Forms/Letters  
Proposals  
Online Documents (HTML, PDF)  
Installation Guides  
Software User Manuals

### TRAINING

Tutorials on Any Topic  
Slide Presentations for  
Management, Office Staff, Sales

### MARKETING/ADVERTISING

Marketing Plans  
Fact Sheets  
Manuals  
Flyers/Brochures  
Corporate Identity  
Trade Dress/Service Marks  
Trademarks/Copyrights  
Online and Print Copy

**Robert H. Strickland Associates** is a comprehensive business enhancement services outsource.

We have expertise in business procedural analysis, task analysis, writing, editing, workflows, flow charts, graphics design, courseware design, instruction, office organization, training, and consulting.

Adept at working with all levels of management and staff, **Robert H. Strickland Associates** is skilled at group dynamics. We enjoy participating with company personnel in planning and developing complete, accurate, and reliable operations manuals, training and reference guides, and advertising and marketing materials.

**Robert H. Strickland Associates** is a professional organization with a solid reputation. We respect and maintain strict client confidentiality.

Note: Our services do not substitute for legal, financial, and accounting services.

## CALL TODAY

**BOB AND SUE STRICKLAND**

**Robert H. Strickland Associates**

P. O. Box 1388

Everett, WA 98206-1388

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425-876-2139

E-mail: [mail@roberthstrickland.com](mailto:mail@roberthstrickland.com)

Visit Our Website

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**ROBERT H. STRICKLAND  
ASSOCIATES**

## BUSINESS ENHANCEMENT SERVICES

Startups

Large and  
Small  
Companies

Buying,  
Selling, or  
Franchising

*Improving Your  
Company's Operation  
from Within*

## PROFESSIONAL BUSINESS ENHANCEMENT SERVICES

### STARTUPS

If starting a business is your dream, you need a strategic plan to chart your course. We help you brainstorm your concept, develop strategic and marketing plans, and create your company's operational documents. If you are seeking financing, we work with your attorney and accountant to create a formal business plan.

### BUYING AN EXISTING BUSINESS

Before you buy a business, make sure it has complete operational documents. If not, make the seller provide you with these documents as a condition of sale. We edit and update existing documents or create them from scratch -- at your request.

### STRENGTHENING YOUR BUSINESS

Do you give your employees the training, documents, and authority to get a job done? Do you know how to gather and use information, market your business, and adapt to change quickly? We help you identify policies and procedures that weaken your operation and assist in implementing a system of strong ones.

### GROWING YOUR BUSINESS

If your business is not growing as expected, several factors may have become obstacles to growth. We can help you eliminate factors resulting from poor planning, unclear procedures, or inadequate marketing skills.

### OFFERING FRANCHISES

Before you can enjoy the advantages of franchising your business, your "flagship" operation must be efficient to the point of perfection. Franchisees require a marketing plan and promotional items, as well as training and operational documents. We assist you in assessing your needs and documenting your operation before you offer franchises.

### SELLING YOUR BUSINESS

Even certified third-party appraisals may not reveal operational problems that are not directly related to financial data. Businesses that provide to prospective buyers clearly-documented operating procedures bring a higher price on the market. We help you discover operational deficiencies that an appraisal is not designed to find and assist you in clearing up these problems before they devalue your business.

### CALL TODAY FOR A PROFESSIONAL CONSULTATION

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## SELECTED CLIENTS

Everett Area Chamber of Commerce - Everett, WA

Althea's Footwear Solutions - Everett, WA

Larry's Refrigeration and Heating - Everett, WA

Barbara McMahon, Realtor - Lynnwood, WA

Trendwest, Inc. - Resorts - Redmond, WA

Medtronic MidasRex, Inc. - Medical Instruments -  
Fort Worth, TX

Allegiance Telecom, Inc. - Dallas, TX and Chicago, IL

Texas Instruments, Inc. - Dallas, TX

Graybar Electric Company - St. Louis, MO

The Omega Group - Omega Dealer Services, Inc. and  
Omega Special Risks, Inc.  
Chargeback Insurance /Financial Reports - Dallas, TX

Village Green - Second Section, Inc.  
501 (C) (3) Townhome Cooperative - Dallas, TX

Professional Marketing and Management  
HUD-related Reports - DeSoto, TX

Kinetic Concepts, Inc. (KCI) - Hospital Beds -  
San Antonio, TX

Orthofix, Inc. - formerly American Medical Electronics  
(AME) -Richardson, TX

McDonald's Restaurants - Kansas City, MO

Deliverables Included:

Manuals, Handbooks, Reference Guides  
Customer Service, Client and Producer, Design,  
Employee, Operations, Patient Account Management,  
Procedural, Safety, Sales, Shareholder, Training, User

Other Documentation and Graphics  
Advertising/Marketing, Company Identification,  
Comprehensive Needs Assessments - HUD specs,  
Internal Control, Management Projects, Member Letters,  
Newsletters, Print Advertising, Release Notes,  
Screening Criteria, Slide Presentations, Workflows