

Business Breakthroughs for Unprecedented Growth

The Client

As the Owner of Business Savvy Bookkeeping, Ann Valliant is an experienced business consultant who helps midsize to large companies manage their back office functions, especially their bookkeeping services. She's also an effective business consultant—by looking at financial records and seeing how companies spend money, Ann helps companies better understand their financial situation and can make insightful recommendations to them about how to fine-tune their business operations.



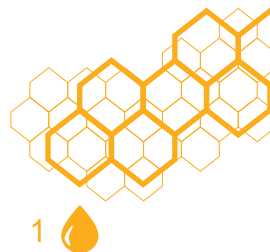
“Working with Michele was a real breakthrough! My business had a leap in its success unlike anything I had ever had in thirty-five years. I highly recommend Michele’s direct approach if you’d like really effective results.”

The Situation

When Ann came to Nectar Consulting, she had many clients who came to her regularly, and a stellar reputation for quality and business acumen. The problem was, her business had stalled. It had changed from a business model where she worked on individual, bigger projects to one where she had consistent clients that stayed with her over time, asking her to perform more routine maintenance work. She wanted to attract new clients but didn't know how to attract the right ones—and so she took new clients as they came, no matter what their situation. She knew she needed help marketing her business, and figured that with some expert advice, she could get her business back on track.

The Process

Through initial consultations, Michele identified that Ann needed to better articulate what services she wanted to focus on providing—she needed a defined business model that would inform all marketing and business development efforts going forward. After working with Michele to develop



a concrete narrative about her own business, Ann then began pursuing the ideal kind of clients she wanted to work with, not just those who showed up at her door.

“A lot of the work Michele and I did was helping me get clearer about the business model I really wanted to pursue...and the sort of clients we were looking for,” she said. “And that really paid off. The clearer I got about what my business really was and who my ideal clients were to work with, the business exploded, and we ended up with really great clients and had excellent retention.”

The Results

Michele helped Ann in two main ways, both deceptively simple strategies that made Ann’s business take off. First, changing the name of her business, then changing how she defined and marketed her business. “Because I had been marketing myself as a business operations consultant,” Ann said, “with a focus on the financial side of business operations, people had a hard time recognizing that I would be a good service provider for them. By putting bookkeeping in the name of my company, I was beginning to change the language around my business so that it made it easier for people to identify me as a solution.”

Would Ann recommend Michele to other businesses looking to refine their message and streamline their marketing efforts? Absolutely. “Working with Michele was a real breakthrough,” she said. “My business had a leap in its success unlike anything I had ever had. Thirty-five years of business and I never had the kind of breakthrough in business that I had from working with her.”

Nectar Consulting works with small to midsize organizations to help leaders awaken their spirits and realize their full potential from the inside out. Our services allow them to enhance their capacity to lead and develop others to actively grow into powerful, collaborative decision makers for superior business results.

To learn more, contact Michele Molitor at **510-582-9982** or visit **NectarConsulting.com**.

