

# JOINING FORCES

Beaird Group is joining forces  
with Critical Path Strategies.

Together we will enhance your  
business and sales performance.



# Who is Beaird Group?



## How We Operate...

Flexible working arrangement based on project need:

- Single consultant or project team
- Variable hours per week
- Hourly or project pricing
- On-demand engagements

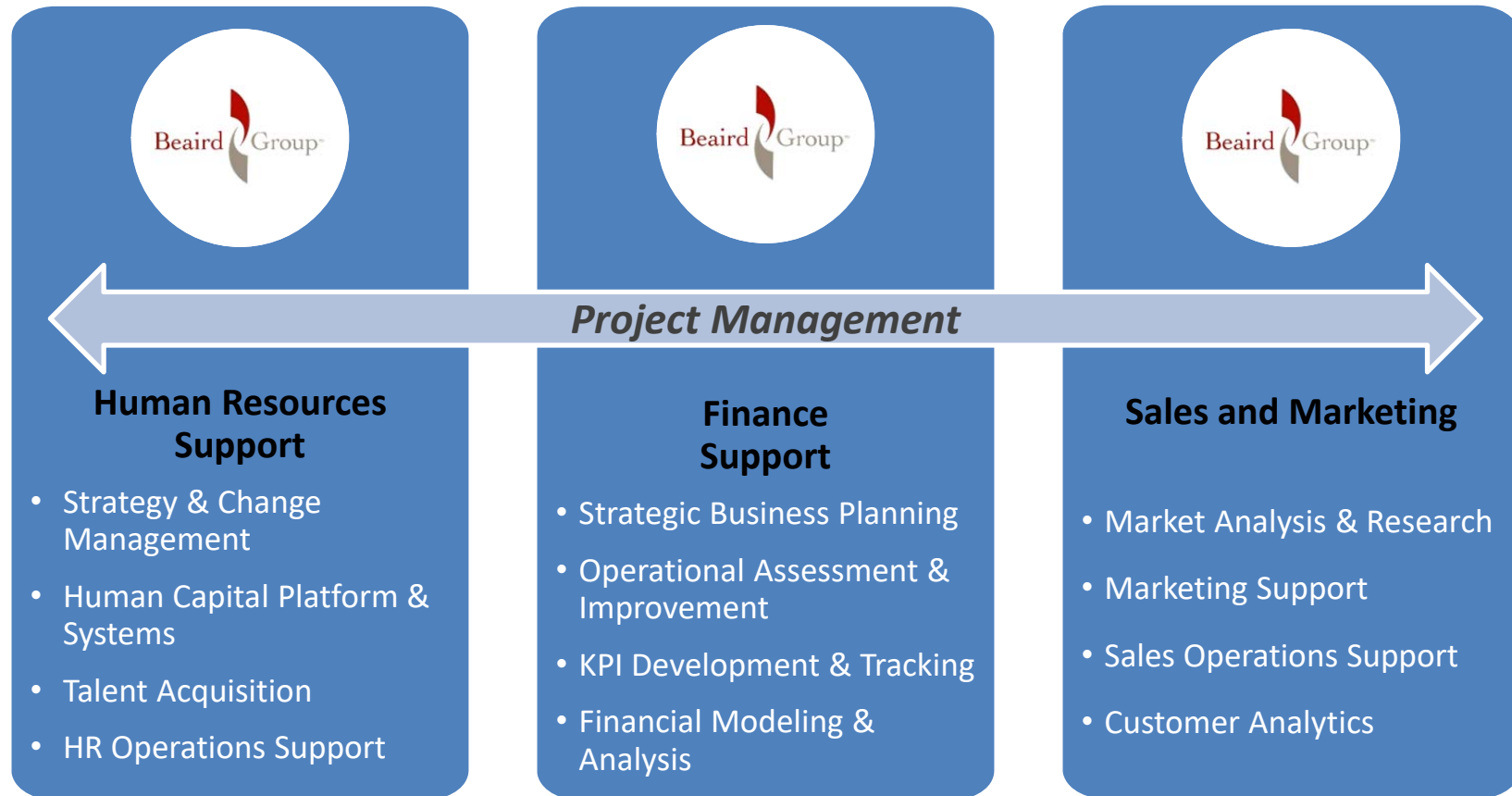


Beaird Group is a woman-owned business consulting firm specializing in management consulting, project management, and strategic staffing services. Our team of consultants are experienced and highly credentialed. Our low overhead model allows us to provide high-caliber resources at affordable rates. Beaird Group’s strength is successfully executing projects for our clients in times of change.

Program and Project Management		
Finance Support	Human Resources	Sales & Marketing
<ul style="list-style-type: none"> <li>• Strategic Business Planning</li> <li>• Operational Assessment &amp; Improvement</li> <li>• KPI Development Tracking</li> <li>• Financial Modeling &amp; Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy &amp; Change Management</li> <li>• Human Capital Platform/Systems</li> <li>• Talent Acquisition</li> <li>• HR operations Support</li> </ul>	<ul style="list-style-type: none"> <li>• Market Analysis &amp; Research</li> <li>• Marketing Support</li> <li>• Sales Operations Support</li> <li>• Customer Analytics</li> </ul>
<b>Years in Business</b>	<b>Years Average Experience</b>	<b># of Consultants</b>
24	20+	60+



# Beaird Group Delivers Project Management and Business Consulting Services



# Who is Critical Path Strategies?



## Our Focus...

- Help the VP, Sales and Marketing select, activate, and align key initiatives to gain traction and sustain growth
- Align a selling organization’s processes and methodologies with customers’ needs and expectations
- Develop top-level salespeople who repeatedly exceed their management’s expectations for sales growth, account penetration, and customer satisfaction through achieving extraordinary results

Since 1992, Critical Path Strategies has been delivering best-practices, client-focused sales strategies for our clients. Our sales consulting and training firm has the practical, broad experience that will help your sales teams succeed.

Sales Consulting	Sales Team Development
<ul style="list-style-type: none"> <li>• Chief Sales Officer Agenda</li> <li>• Account Management Execution</li> <li>• Sales Process Optimization</li> <li>• Business Development Analytics</li> <li>• Leadership Coaching</li> <li>• Strategic Planning</li> <li>• Go-to-Market Strategy</li> <li>• Relationship Management</li> </ul>	<ul style="list-style-type: none"> <li>• Professional Sales Training</li> <li>• Strategic Account Management</li> <li>• Territory Management</li> <li>• Selling in the C-Suite</li> <li>• Sales Playbooks and Certification</li> <li>• Negotiation Skills Training</li> <li>• Sales Leadership Training</li> <li>• Pipeline Management</li> </ul>

Years in Business	Years Average Experience	# Sales People Trained
25	25+	28,000+



# CPS Delivers Strategic Sales Consulting and Sales Team Development Services



# CPS' Strategic Sales Offerings Complement Beaird Group's Portfolio of Services



# Together We Offer Our Clients a Full Service Sales and Marketing Practice



# Beaird Group and CPS Customers Will Benefit From...

- The complementary strengths of the two companies – Beaird Group’s project management and business consulting expertise and CPS’ **strategic** sales consulting and training services
- Our **collaborative relationship** –Beaird Group and CPS have partnered on multiple projects over the last several years
- The greater scale and resources to improve current operations and accelerate **innovation and growth**
- A platform for **continued investment** in the combined business model

