



Our Services...

- [Jumpstart Agreement](#) (small efforts)

- [Shorten Sales Cycles, Increase Margins for Business Software “Jumpstart Workshop”](#)

(A six week effort to jumpstart your software business with **three of the best minds we can find**. Click for workshop agenda - Confidential log in required)

Workshop Briefing Book Preparation:

- a. Sales Prospect Pipeline and Leads List
- b. 5 Year Financial History Ratio Analysis (Ratio calculation by SIC / NAICS code only. Top 5 ratios only - not exhaustive - [see example](#))
- c. 5 Year Current and Goal Pie Charts: Revenue, Earnings, Customer Segment, Competitors, Revenue by Region, Distribution, Product as needed - [see example](#) – pie charts at bottom
- d. Bowling Alley of Niches and High Value Applications - [Engineered to Order, Make To Order, Complex Manufacturing](#) - pg 2 of case
- e. Preliminary Checklist Review: 12 Dysfunctions of the Software Business [see page](#)
- f. Org Charts for Execs, Business Units, Product Org, Sales Org, Service Org (Top 5 for each)

Jumpstart Week On-Site Sessions

- Session 1: General strategy, history, strengths, weaknesses problems, opportunities, trends

- Session 2: Customers, Customer Processes, markets, niches, niche candidates

- Session 3: Organization, key personnel, strengths, weaknesses

- Session 4: Product Road Map and product development / technical
[See example](#)

- Session 5: Sales Execution and Competition

See [Organic Sales, Revenue Side Success Stories](#)

- Session 6: Detailed Strategy, Financial Performance and Options Discussion: The Right Goals

Porter Analysis, Key Concepts [see "The Strategy Question" at bottom of page](#)

Previous Jumpstarts and Quickstarts...

Confidential login required [SEE THIS PAGE](#)

- Skinny CRM Quickstart
- Skinny CRM Dashboard
- Organic Sales News
- Executive Bluebook Quickstart
- Projects Quickstart
- Projects Services Toolkit Dashboard
- TIA Quickstart Work Management Template
- Visual Order Tracking
- Quality Problem, Nonconforming Materials
- Bid Eval Purchasing Site
- Product Development
- Dealer, Reseller, Customer Sites
- Compliance: Consumer Finance Protection Bureau Audit
- Legal
- HR

The Bowling Alley of No-Code Solutions:

- Engineered to Order, Make To Order, Complex Manufacturing - pg 2 of case
- Wholesale, Distribution, Capital Equipment Sales, Credit, Executive, Operations, Purchasing, HR, Accounting (password required)
- Home Builder, Heavy Construction, Mortgage, Safety, Purchasing, Sales, Executive, HR, Construction Operations, Land Acquisition (password required)
- Mortgage, Originations, Sales, Servicing, Servicing System Workarounds, Letter Generation, Bankruptcy, Foreclosure, Loss Mitigation, Compliance, Fannie, Freddie, Ginnie (password required)
- Electric Utility
- Telecom Equipment Manufacturer (Pending)

- Performance Eval Job Definitions
- Credit and Collections
- Time Capture, Project Cost Accounting, Legacy Interface
- Rough Cut Capacity Planning
- Services Costing Time Capture
- \$1 Million+ Deal Approval
- Major New Customer Onboarding
- Vehicle, Asset Inventory and Maintenance
- Field Asset Inventory Maintenance Process
- Vehicle Fleet Maintenance, Check In, Check Out
- Admin Service Request
- AP Payment Authorization
- Sales To PO TO Ship

*Contact Us in Dallas, Texas, USA at tom@tomingraminc.com or 972-394-5721.

**Success stories, client quotes, estimated costs and benefits are derived from actual projects but may have been altered for simplicity, teaching purposes or to protect confidential information.