

What your **Vistage CEO peers** are saying about engaging with **Chief Outsiders**:

CEOs engage with us because they've been referred by one of our clients, or a Vistage Chair, or have found us by searching for "top strategic marketing consulting firms" or something similar. When we meet, we most often find that these CEOs are frustrated with their growth. They have a vision for where they want to take their companies, but don't have a means to turn their vision into actionable plans, and then see them implemented. After a discussion around their specific business challenges and opportunities, they're curious about the specifics of how Chief Outsiders might be able to help.



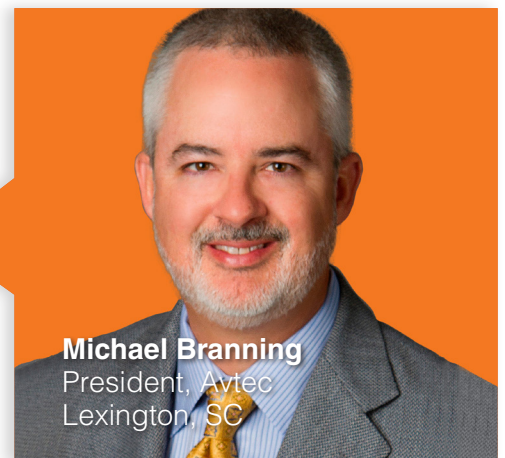
Michael Feigin
CEO, MainStreet America
Houston, TX

Best Return on Investment...

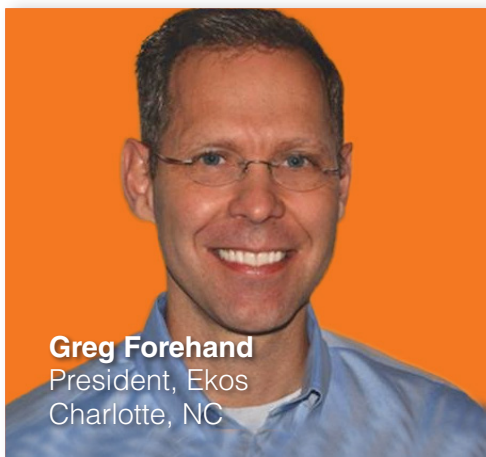
Before engaging with Chief Outsiders, I thought their cost was high, but I took the plunge. It has been the best return on investment of any consultants that we have ever had. After a few months, I normally find that consultants haven't added any value. We have been working with Clay Spitz for five months, and that has not been the case. Chief Outsiders' network of really smart people is vast, and if they don't know something, they know someone who does. We had a very complex marketing situation, and Chief Outsiders was able to assess the situation and develop some strategies to lead us to success."

Uncanny Ability... Surgical Precision...

Over the past 18 months, Richard Browne with Chief Outsiders has helped us assess and develop Avtec's marketing and growth strategy. He has an uncanny ability to identify the key issues and get to the heart of the matter with surgical precision. Richard has worked with our team to identify, prioritize and execute effective plans. Our relationship with Richard has evolved from consultant to trusted business advisor. I added him to our Board of Advisors in 2013. Although Richard is strong, it is great that he's able to reach into the rest of the Chief Outsiders team for other specialties. We are receiving Fortune 500 executive level marketing insights on a fractional basis, enabling Avtec's marketing and sales team to function at a higher level without a full time CMO and the related expenses."



Michael Branning
President, Avtec
Lexington, SC



Greg Forehand
President, Ekos
Charlotte, NC

Challenged to Think Differently...

"My firm provides CRM technology, and I'm most productive when focused on product development and sales. A Chief Outsider is a member of my SB group and brings a marketing perspective to our issue discussions. He presents the theory of what should be done with the pragmatism of what a mid-sized firm can accomplish within my staffing and budget. As with others in our group, I appreciate being challenged to think differently about what my business is and how it can grow most profitably. Richard's comments help me stay up-to-date on new stuff going on in marketing that I didn't learn in marketing courses. Chief Outsiders is on my short list for marketing help."

Chief Marketing Outsider: A part-time executive addition to the CEO's staff to oversee marketing, strategy, and implementation, who is paid based on business results.

Your Marketing Right Hand

We add the expertise to articulate the CEO's vision into a go-to-market strategy and then lead the implementation of your marketing strategy

Lower Marketing Costs & Risks

Experienced marketing executive focused on your business, in your staff meetings, on your team, for a fraction of the cost or risk of hiring a CMO

Pay for Business Performance

We deliver specific business results by delivering and implementing insightful, actionable and measurable marketing plans

CMO Peer Review

Your CMO is backed by a full team of CMOs from a variety of industries and experiences

Are Chief Outsiders Worth It?

Here's what Chip Danneker, VP Circulation Distribution at **The Dallas Morning News**, had to say about his experience with Chief Outsiders:



"We Attained an 80% Sales Lift in a Mature Market..."

Like the rest of the industry, our single copy business, where we sell newspapers through retail stores, was struggling. We were down 20 percent in year-over-year, dropping by some \$6 million in three years. Even though we have decades of industry experience in our department, we thought we might benefit from somebody taking a fresh look at the business. That's when we sought out Chief Outsiders, and they really filled the bill. Matt Benner with Chief Outsiders helped us to look at our current practices and to take them up a notch. They helped us to understand where the opportunities were, that quite frankly were there all along. But, by looking at it from a different perspective and then creating analysis and presentation materials that would click with our retail audience, it really helped grow our business with them. The investment was well worth it – not only from the extraordinary response we attained in incremental sales – but also from having the experience of broadening the way we think about selling newspapers and identifying new opportunities for growth. The results speak for themselves. We are up significantly in the retail partners who participated in this program. The initial chains that implemented the plan saw an 80 percent increase within 60 days and shattered the paper's original goal of a 5 percent increase. It really was a successful process."



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