



Our Focus is on Growing Companies™

## Mind Over Machines Poised for Exponential Growth

### Finding clarity

Mind Over Machines, an IT Strategy and Application Design firm, wanted to be a \$20 million company by 2012 with no single client representing more than 20 percent of its business. The problem was the company knew it wasn't operating on all four business cylinders. The firm felt finance and operations fired beautifully, but realized sales and marketing infrastructures were non-existent. Mind Over Machines was growing, but not set to grow at the rate the company had declared for itself. When it became stuck in self-repair, Mind Over Machines engaged Smith Growth Partners to create a marketing action plan that put their business on the road to exponential growth.



"On the marketing and sales fronts, we were stuck. We are a successful 20-year-old firm that got here through word-of-mouth. Now we want to go to the next level, but we had no marketing or sales function to speak of. We'd been trying on our own to articulate what's special about Mind Over Machines, trying to figure out how to go to market, and getting all balled up in the process."

—Tom Loveland, CEO, Mind Over Machines

Smith Growth Partners took inventory to define what the firm needed to do—and who they needed to be—in order to close the growth gap. The Smith team assessed Mind Over Machines' corporate structure, marketing mix, sales strategy, sales team and what Mind Over Machines *really* was selling. It became clear the firm needed a more systematic, transparent and manageable sales pipeline. The company also needed more people dedicated to business development. In addition, two other important discoveries surfaced: 1.) Mind Over Machines wasn't selling applications, they were selling the *results* those applications produced, and 2.) Mind Over Machines was most powerful when operating from their nexus—that is, when harmoniously performing application development, user-experience design and consulting for the same client. Clarity rose from these truths, and Smith tailored a marketing action plan.

### Focused on solutions

For starters, the plan refocused Mind Over Machines on the Washington, DC market—a market faster on the adoption curve of new technology than the company's existing focus in Baltimore, MD. SGP also recommended mining internally before hiring sales people to grow business. At Mind Over Machines that meant personal reinvention, digging into and realigning individual belief systems with a commitment to the company's growth goals. *What am I good at, what do I like, what's my highest and best use to the organization?*—individual executive coaching brought Mind Over Machines' leadership and staff together on the same page, committed to taking the company to the next level and trusting in each other's abilities to do so. In the end, some people resumed their former roles, while others answered the call of greater involvement in business development.



"Smith Growth Partners applied their proven process and brought coaching, facilitation, tools, copywriting skills and a passion for delivering value—and they 'unstuck' us!"

- Loveland



Facilitating full acceptance of roles and goals, Smith Growth Partners' action plan also called for arming Mind Over Machines' sales force for the fight. New marketing tools included a re-branded visual identity and Web site, a public relations strategy, client case studies detailing results realized, and a new slogan: "Results matter...Mind Over Machines." Perhaps even more critical to the sales team's success, Smith addressed Mind Over Machines' unpredictable sales system by introducing an antiseptic, systematic way of evaluating sales targets and their probability of closing.

### The road to results

Operating from their nexus has given Mind Over Machines a value proposition with an unrivaled competitive advantage. Following informed approaches to sales and marketing, a committed sales team with a new visibility into their sales pipeline is helping determine and accelerate the company's future revenue flow.



"Today we're clear, focused and executing with confidence on multiple marketing and sales fronts. Beyond their scope of engagement, Smith Growth Partners has kept its eyes open to our needs—bringing us strong job candidates, referral sources, business partners and high quality networking opportunities, many of which have turned into real dollars. Business is personal, and that's the type of trust I look for in a business advisor."

- Loveland

Less than one year after Smith Growth Partners heard the word "go," Mind Over Machines' clients are getting results, their people are getting results and the company itself is getting results. As growth strategist, executive coach, advisor to the CEO, chief marketing officer, brand message consultant, copywriter and marketing director, Smith Growth Partners has placed Mind Over Machines in control and well on the road to doubling gross revenue by 2012.

"Mind Over Machines allowed Smith Growth Partners the opportunity to get deeply involved in its business, examining what they wanted to have, what they were doing and not doing in order to achieve their goals, and who they were being as individuals. Common purpose, good leadership and the willingness to have truly open communication allowed us to point the way to greater growth."

John Starling - Managing Partner, Smith Growth Partners



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