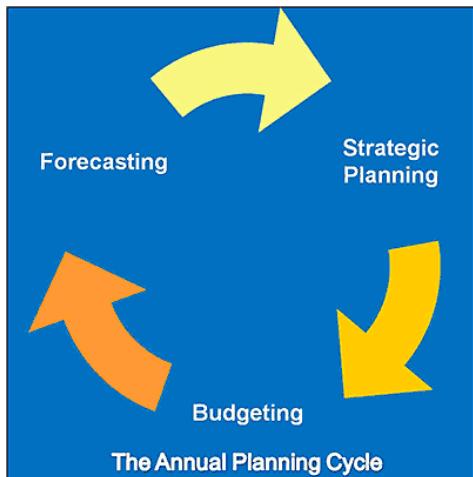


Planning, Forecasting and Budgeting Program

Do you have a plan for operating your business? Are you keeping up?

What's Involved with the TrueWinds Planning, Forecasting and Budgeting?



The **Business Planning** Process addresses key areas of your business. These will be reviewed deeply and specifically from the current reality to creating action plans to achieve the desired goals:

Financial Management
Employee Management
Equipment Management
Quality Control
Office and Administration

Sales Management
Client Management
Safety Management
Brand Compliance-

The **Forecasting Process** will identify, and project net sales needs to grow—current sales, plus new sales, less lost work.

Revenue Streams
Retention Rates
Staffing Levels

Production Capacity
Sales Goals
Equipment Needs

The Budgeting Process

A budget is an **ESTIMATE** of all revenue (“money in”) and expenses (“money out”) with profit (“money left over”). It is a forecast for a twelve-month period of sales revenue, and the costs associated to support those sales.

An Operating Budget will allow you:

- To set goals and expectations
- To have a tool to measure actual performance against
- To anticipate and plan for cash needs
- To set triggers to buy equipment, vehicles and hire employees
- To establish trends to manage and forecast with
- To project performance to use to obtain loans or establish credit lines
- To help you utilize the P&L data – actual to budget to assure
 - profitability
- To set goals for managers to reward for performance beyond expected.



It is through this comprehensive process that Fred will be able to identify high leverage opportunities for immediate and future improvement.



The question is:

- Is your business moving in the right direction?
- Are you hiring more people, but getting less done?
- Do you know what manageable growth is?
- Are there expenses you can reduce or eliminate?
- Do you know if all your revenue streams are profitable?
- Is your profit goal obtainable?
- Are you within the standard percentage for this industry?

These are just a few of the questions covered in the TrueWinds Planning, Forecasting and Budgeting Program. In today's hyper-competitive business climate, every business needs to know...



...Where it IS

...Where it's GOING

...How is it going to get THERE.

So... What are you going to do about it?

Contact TrueWinds for a Planning, Forecasting and Budgeting Program that will help you put a plan forecast and budget together that will put the cash in your pocket.

Many TrueWinds clients have attained their growth goals and increased their net profits between 1-5%, that's *HUGE!*

The TrueWinds Planning and Budgeting Action Plan

Within 7-10 workdays of the visit the Harvester will send you the report of results, which will include the areas discovered that need improvement.



These will be divided into three areas of action described as follows:

Urgent: Items that need immediate attention within the next 90 days.

Important: Items that can be accomplished in six months to a one-year period.

Long Term: Actions that will require one to three years or more.

Once the plan is in hand a follow-up meeting will be arranged to help prioritize the items in each area to accomplish. We will set the goals along with the time frames to accomplish them. Using this systematic approach, you will always stay focused on the highest priority items.



Other Custom Programs and Options:



The Leaders' Peer Group Program

Building a support network of trusted and unbiased advisors on your own can be a seemingly impossible task. However, other business owners in your situation have the same sense of isolation and can offer support.

This is where The Leaders' Peer Group can benefit you.

It is a peer group, a collection of similar business people, who meet on a regular basis to help each other deal with their burning issues and support each other to improve their business practices and performance while helping each other to become the Leaders that each has always wanted to be.

The One to One Coaching / Consulting Program

With Fred, you will have a Coach with actual hands-on experience in the landscape business working with you. You will have a "sounding board", someone you can talk to, bounce ideas and plans off of, or share your dreams. And someone to make those "hard decisions" you will have someone who knows you, your company and your situation so the right decisions are made.



Specific Topic On-Site Visits

These can be scheduled for Fred to spend time face to face in the field or facility to work on specifically identified areas, projects or programs/systems.

Such as:

- * Operational Efficiency Audits
- * QC Quality Control Training
- * Strategic Planning Meetings
- * Budget Development Meetings
- * Training Meetings
- * ...To name a few.

Specific Topic Virtual Meetings:

These can be scheduled for Fred to spend time with you and your team to work on specifically identified areas, projects or programs/systems. Such as:

- * SWOT Analysis Meetings
- * Sales Training Meetings
- * Financial Training Meetings
- * PEST Analysis Meetings
- * Operational Training Meetings
- * ...To name a few.



Contact Fred Haskett to learn more...



E-Mail fred@truewindsconsulting.com
Phone (619) 665-7854

A goal oriented Senior Leader, Fred Haskett is a 47 year Green Industry veteran who has professional leadership experience as an owner in small and mid-sized operations and as a senior executive in large companies.

Since 1990 Fred has had the opportunity to work as a senior leader with some of the most outstanding organizations in the Green Industry, The Brickman Group, / The Valley Crest Companies, / U S Lawns

Fred's experience has covered a broad range including:

- Founded, developed and sold a 4.5 million dollar plus lawncare business.
- Managed multi-branch, multi-state, multi-million dollar, lawncare, landscape and arbor care operations.
- Senior Leader in the largest landscape management franchise system
- Fred has managed the sales and production of over \$207 million landscape services, \$80 million in lawn care and tree care services, \$24 million in vegetation management services, and \$12 million in pest control services..

He brings tremendous experience in operations, finances, sales, marketing and franchising.

Fred is a Landscape Industry Certified Manager (NALP), Certified Arborist (ISA), Certified TurfGrass Professional (PLCAA), and in 2006 was named an NALP Trailblazer by his peers.

Call him...

...He will help you Chart Your Course to Success