

The Geoff Ashley & Associates **ACTION** Advantage

- A** = Actionable: If there is no change in behavior, there will not be any change in results.
- All GAA programs, tools, and methodologies are actionable. After every session, each Team member will have specific activities and results to accomplish. They will also have specific measurements to ensure the message was received, understood, and implemented.
- C** = Coaching: GAA will deliver decades of experience specific to your business and industry.
- Proven success delivered in a professional and engaging manner with the goal of achieving results quickly.
- T** = Transformation: Moving from professional services to a subscription-based business is daunting.
- Even if you understand the model conceptually, actually taking the steps needed to evolve your business requires a partnership with an organization that has helped hundreds of partners successfully (and profitably) transition. Besides accountability, this may be the most important component of a relationship with Geoff Ashley & Associates.
- I** = Investment: GAA delivers our solutions as a subscription-based service.
- Because we work exclusively with ERP publishers, VARs, ISVs and OEMs who focus on cloud solutions delivered in a recurring revenue model, GAA is also committed to the recurring revenue model. We have defined solutions options for clients that are designed to deliver value quarter-after-quarter. Our client-for-life commitment is exactly the same as that of our clients. We are in this together!
- O** = Ownership: There is nothing more important than accountability.
- Accountability is the cornerstone of everything we create and deliver. Driving a positive ROI in 90-day increments requires that every Team member be committed to exceeding expectations. Taking responsibility for their successes as well as their shortcomings.
- N** = Now: What is the timeframe for success. The timeframe is now...
- GAA works with partners in 90-day increments. Enough time to make a difference, and drive a stellar experience.