

EXECUTIVE TEAM
BILL MCINTOSH
MARSHA MCINTOSH
LINDA FERGUSON

(Company Name and Logo)
Organizing Board

CHIEF EXECUTIVE OFFICER (CEO)
Bill McIntosh
 Stats: Expansion % & Profit %

CHIEF ADMINISTRATION OFFICER (CAO)
Linda Ferguson
 Stats: Payroll % & Gross Income

CHIEF OPERATING OFFICER (COO)
HFA Bill
 Stats: Value of Services Delivered & New Clients

Executive Division
 Division 7

Policy & Planning Establishment

Product Development
 HFA Bill McIntosh
 Bill Finlay
Special Projects
 Bill Finlay

Legal
 Marsha McIntosh

Public Relations

Chief Financial Officer
 Marsha McIntosh

Virtual Real Estate
 HFA
 Scott Elkin
 Greg Wrey

Properties
 Maintenance
 Office appearance

VFPs: A solvent, viable expanding co. w/increasing reserves + assets
Stats: Net Income, Cash to Bills Ratio, Reserves & Assets

Communications
 Division 1

Communications Receptionist

Statistics

Staff Hatting

Personnel

VFP: An Established Org
Stat: Percentage of Staff Who have rising stats.

Marketing and Sales Division
 Division 2
 HFA

Bill, Daniel, Matt

Marketing Dept

Graphic design

Marketing Funnels & Automation
 HFA

Sales Dept
Sales Manager
 Daniel Ceron

Sales team
 HFA

List Manager
 HFA
 Manages customer mailing list

VFP: Sufficient sales volume to ensure income is greater than outgo plus reserves
Stat: Gross Income

Accounting Division
 Division 3
 Louise Garrett

Accounting Dept

Bookkeeping
 Billing & Collections
 Payroll
 Accounts Payables
 Banking

VFPs: All possible money collected Pleased creditors; Preserved and valuable assets and reserves.
Stat: 1.Total collections
 2. # of happy vendors
 3. \$ reserves

Production Division 4A
 Entrepreneurial Products & Services
 Scott Elkin

Dept of Consulting & Training
Bill Finlay
 Coaching, (group and 1-on-1)
 Written and video training materials

Dept of Support
Samantha
 Coordination of customer fulfillment

Dept of Service Fulfillment
HFA Scott
 Delivery of all software and products purchased by customer

VFP: Products and services delivered to clients with the promised timeliness, cost and quality
Stats: 1. \$ of recurring services delivered. 2. \$ of non-recurring services

Production Division 4B
 Business Products & Services
 Greg Wrey

Dept of Consulting & Training
Bill Finlay
 Coaching, (group and 1-on-1)
 Written and video training materials

Dept of Support
Samantha
 Coordination of customer fulfillment

Dept of Service Fulfillment
Shaun McCudden
 Delivery of all software and products purchased by customer

VFP: Products and services delivered to clients with the promised timeliness, cost and quality
Stats: 1. \$ of recurring services delivered. 2. \$ of non-recurring services

Quality Control
 Division 5
 HFA Bill

Internal Quality Control

Product QC

Dept of Customer Support
 Samantha Montano

Dept of Tech Support
 Curtis Bryson

Results/Verification
 HFA

VFP: Well supported customers and products to good results.
Stat: Number of 4* or better ratings

New Clients
 Division 6
 Daniel Ceron

Marketing Dept

Dept of Sales

Dept of Delivery
Intro services delivery
 Intro services onboarding, support assistance

List Manager
 Manages prospect mailing lists

Partner Manager
 Daniel
 Manages partners
 Signs new partners
 Coordinates launches and reciprocations.

Dept of PR
 Speaking, Engagements
 PR Events, Referrals
 Success Stories and Testimonials

VFP: New Clients purchasing entry level products & services
Stat: # New Paying Clients.

VFP: A COMPANY WHOSE ONLINE MARKETING SOFTWARE PRODUCTS AND SERVICES HAVE A REPUTATION FOR BEING INNOVATIVE, WELL DEVELOPED, WELL SUPPORTED AND WHOSE STAFF PROVIDE CUSTOMERS WITH RESULTS ABOVE WHAT THEY ARE EXPECTING TO RECEIVE.