

Introducing Eric Wiedenmann as a new CMTC Contractor Resource for you.

Eric has experience and expertise in helping businesses in the following areas:

- Increasing sales and revenue
- Acquiring more customers
- Strengthening a company's competitive position with existing clients
- Creating "road maps" to success for their business

Eric Wiedenmann
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Centered in Danville, CA
Serving Northern and Southern California



Dear CMTC Team Member,

I am happy to be able to introduce you to the newest member of our team – Eric Wiedenmann. I believe Eric brings capabilities that will open up opportunities for us all at CMTC. Here's a brief on his background:

Eric Wiedenmann is a management consultant, interim executive, coach, and executive seminar leader for a wide variety of clients, including Fortune 500 companies, mid-sized and smaller firms.

Eric entered Fortune 500 management with Avery Dennison, Masco Corporation and British Petroleum after graduating from the Kellogg Graduate School of Management at Northwestern University with an MBA in Marketing and Finance.

Eric is also the publisher of "The Revenue Accelerator" newsletter and author of "How to Increase Sales in a Down Market."

Eric has discovered a natural talent and inclination for quantifying the critical factors that drive business success and developing systems for the strategic execution of those critical factors. As such, he has helped more than 100 manufacturers increase their sales by more than \$300 million since 1997.

CMTC is now pleased to be able to capitalize upon Eric's expertise in:

- Increasing sales and revenue
- Acquiring more customers
- Providing market research and competitive intelligence
- Determining how to optimize profits
- Knowing how to maximize the business valuation
- Creating "road maps" to success for business

If you have client needs in the areas of Eric's expertise, I would welcome the opportunity to introduce you. Please call me or feel free to contact him directly to discuss how he may be of assistance to you in your client engagements.

Sincerely,

Rolando Marchis

Manager, Contractor Resources, CMTC

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Eric Wiedenmann

Dear Colleagues,

It would be my pleasure to work with you to assist your clients to achieve their full potential.

Eric Wiedenmann

Market Development Group, Inc.

Business Growth Solutions