

When One Plus One Equals Three:
***Pat Palmer and Tom Caprel Team Up to Make a Difference
for a Growth-oriented Professional Services Firm.***

In the Beginning...

Business was good for The Hechtman Group (THG). THG was experiencing the success earned from the trust and confidence of its clients—clients who experienced first-hand what a small, accessible CPA firm with big-firm experience and ideas could do for them. The economy was booming and revenues were growing. Feeling optimistic and sensing their untapped potential, the firm geared up for growth—adding new personnel (including Jordan Werblow as a partner) and moving to new office space. Surely, new business and increased revenues would follow.

Then, in 2008, the recession hit.

THG was heavily leveraged in real estate clients. Their longtime focus on this economic niche proved devastating when, seemingly overnight, business ground to a halt. Existing clients remained loyal but the expected growth and expansion didn't happen. The firm's industry-specific expertise, coupled with some internal obstacles, made it difficult to surmount turbulent times and a severely damaged real estate market. Most of all, like many executives who are experts in their core business, Jim Hechtman, Managing Partner, and his rainmaking partner and colleague, Jordan Werblow, didn't know how to most effectively target new clients, tell their story, explain their value and consistently describe why doing business with THG makes a difference. They needed to rethink their business plan, review their professional staff, refocus the business ...and they needed help.

Jim joined a CEO forum, led by Tom Caprel, founder of Breakthrough Results, Inc, to get ideas, share concerns with other company owners and address operational challenges. Little did Jim know that meeting Tom would change how he does business and be an instrumental force in repositioning his company for the turnaround it is experiencing today.

**Tom Meets Pat. Tom and Pat Meet Jim and Jordan.
It's a Business Match Made in Heaven.**

Prior to founding Breakthrough Results, Inc., Tom sold his interest in a well established IT service business. He moved on to focus his career out of IT and into the “softer” (but essential) side of business—executive coaching, leadership development and change management.

Pat Palmer, founder and Managing Partner of Marketplace-Partners, is a successful corporate executive—and longtime entrepreneur. As CEO, she has led several venture capital backed service businesses and specializes in applying innovative thinking to the strategy, branding and marketing that drive revenue and culminate in making people more productive and companies more profitable.

“As a business owner, you don't have anyone to hold you accountable. You tend to do the things that you like, that you're good at, and that have an immediate need for attention. I needed someone who would not let me rationalize about why I didn't, couldn't or wouldn't do the things that would build my business in the long run. I found those people in Tom and Pat.”

**Jim Hechtman,
Managing Partner**

Their mutual entrepreneurial drive and shared business services background gave Tom and Pat something to talk about. They discovered they share the same viewpoints, agree on core business principles, understand what it takes to make a company successful (in good times and bad) and speak the same language—and it isn't JAVA! You could say they are professional soul-mates. So when Tom met Jim and Jordan and got to know their business challenges, he suggested adding Pat to the mix.

Pat's bottom-line perspective, market-focused solutions and cost-effective approaches were just what THG needed. She brings a sharp eye to service development, business development, and sales and marketing programs that get results but don't "break the bank". And Tom's no-nonsense, yet diplomatic, way of communicating with people about problems made him the perfect person to deliver messages that were, at times, difficult to hear. His expertise in executive coaching and organizational development address internal problems that stand in the way of overall success. Together, Tom and Pat bring strategic and tactical approaches to bear that propel their clients to higher levels of performance.

A Powerful Partnership Was Born. What THG Needed Was an External Perspective. What They Got Was Two.

Tom and Pat became THG's independent advisory board as well as taking responsibility for key projects ranging from marketing to staff development. At monthly meetings they offer insightful perspectives that help to clarify important decisions affecting the company. They have worked with THG leaders to develop a plan of action that is improving margins, adding new services, growing the client base and creating a stronger professional staff. They have interviewed new talent and helped refine the skills to take the company in more profitable directions. They have expanded THG's product line so the firm has something proprietary to offer both new and existing clients. Moreover, they have helped the company to distinctly define itself, streamline its processes, recruit exceptional talent, and effectively offer differentiated services to a clearly identified pool of clients and target prospects.

Jim credits hard work, dedication - and the contributions of Tom and Pat - for the level of confidence and readiness THG has today. He says, "Tom and Pat helped us be more organized, more focused and more accountable. Because of the work we have done together, I'm more effective at work and at home. And that makes me, my employees, my clients and my family happier."

"We functioned like sole proprietors—too individualistic, too internally focused and too oriented toward putting out fires and serving customers--not doing what was necessary to grow the business."

"Pat and Tom are our virtual board of directors--holding us accountable for results, collaborating with us on strategies and serving as a sounding board during conflicts or differences of opinion. They have helped us become a well-positioned company that functions more like a corporation and less like a group of hard-driving but single-minded entrepreneurs."

Jordan Werblow,
Partner

Now, with or without marked economic improvement, THG is prepared to make profitable growth happen. Already, the metric for new business and new clients is ahead of plan, The firm has more proposals in the "active and about to close" stage in one quarter than they did for all of the prior year. With well-developed teamwork, a staff of talented professionals, new services, effective messaging and outreach, and enhanced leadership, THG is well on the way to realizing their next level of growth.

Questions–Comments–Feedback



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