

Your Career Choice



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Controlling YOUR Career

If we could equip you to scale mountains that few others are trained to climb, you could very well conquer the world one mountain at a time. But part of the trick is to choose the right mountains, pick the right niche.

And our niche is this: we can show you how to identify companies that have just a few deficiencies which happen to be our strengths. Companies that need capital but don't know where to find the most amenable sources for their kind of business and their size of loan.

Companies that lack the skill to package a loan proposal in the most persuasive way possible. Companies that are so intent on powering and steering their ship, they forget to check for leaks or learn about existing and new techniques of generating more revenue. Seeking and securing capital, expense reduction and interactive/cause marketing, too. That's what we do. And so could you, as an associate of the Ocean Cross Group (OCG).

You will Profit by Providing the Strength that Companies Lack When Seeking Capital

Your clients are, by definition, financially sound and successful or they wouldn't be your clients. Yet you'll find they have three weaknesses, and therein lies your niche. First, they don't know where to locate a financing source that really knows their businesses. Second, they don't know how to clearly and persuasively present their case. As you can see, knowledge and communications are key. As an OCG Associate, you will be able to quickly identify companies that have those critical weaknesses. And you'll have the resources to match them with lenders who have said they're receptive to this type of company, in this specific loan range. And you'll be there to provide objectivity and expertise, so that the next time your client faces a loan committee, he or she will be thoroughly prepared.



You will Offer Services that Most Companies Need Virtually all the Time



Armed with capital search-and-secure, expense reduction and interactive/cause marketing skills as an OCG associate, you'll have multiple opportunities to succeed. You will be in a position to offer one service, two or all three to every client, depending on their needs.

Expense reduction is in constant, universal demand, for overspending on fixed and variable overhead is an ever-present problem.

As the saying goes, "Cash is King," even with the best expense reduction optimization approaches, unless the company just keep raising money and losing control, without revenue, the business will not succeed.

The need for capital is an occasional one, but when it occurs, a prompt and supportive solution is a must. And though each service stands solidly alone, they're naturally complementary. For when you've gained access to the intimate details of a company's operation and financial condition – information that's vital to your capital search-and secure efforts – you'll have much of the data you need to launch an expense reduction survey or a revenue generation check as well.

You will Succeed by Showing Companies How to Cut Costs Without Reducing Quality or Service

At or near the top, you'll find someone who admits, "I'm not sure our routine and labor business expenses are as low as they could be." Elsewhere in the company, you'll repeatedly here the phrase, "That's they way we've always done it." Between those two statements lies a tremendous opportunity. As an OCG associate, you will be an expert on costs in 20-specific areas, the ones where savings are the greatest, and profits to you are therefore the highest. You'll be able to recommend alternative sources for office equipment, supplies, printing and "truly know and optimize" the cost of your labor and contractor expenses, too. You'll learn to cut through the hype of competing service providers and employee/owner benefits to discover significant savings. Your knowledge of efficiencies in purchasing and other expense line items will mean big savings to clients of all industries.



You will Succeed by Showing Companies How to Maximize the Lasted in Interactive Marketing Techniques, including the New Revolution in Cause-Related Marketing



Did you know that between 2005 and 2015, the average conversion rate of websites has remained flat at between 2%-3%. ***So why are 97% of visitors leaving websites without doing anything?*** Working with our proven conversion rate optimization process and professionals you will be able to introduce marketing products and technology tools that help maximize sales & leads by uncovering the objections that keeping the majority of client's visitors from being persuaded to convert and telling them what to do to fix it. Unlike old school traditional marketing, interactive/social marketing allows you to measure every dollar spent and every dollar earned from those efforts. That makes it easy to see and sharing in the results. It's truly a win-win.

Example of how it works:



You will Receive the Training, Tools and Support so Essential to the Launching of Your Business

The last thing your need is a lot of theory, taught from a book, by people who are just passing the information along to you. The only things you need are straight answers from those that have been on the front line. Insightful answers from a capital acquisition expert, expense reduction pro or an interactive marketing expert, all of whom actively practice their professions today.



There will be [2] days of formal OCG training, whirlwind of information, interactive tools and cutting edge techniques. Then [6] months of support will follow, when you can direct questions by phone, email or skype sessions. You will learn how to evaluate a client, how to quickly separate the strong from the weak, the worthwhile from time-wasters. You'll learn just how vital

and easy to use our proven processes and tools can be to your new business. And you'll understand the importance of certain personal characteristics to your success; communication skills, a strong curiosity and "bargain-hunting" instinct, presentation skills, global commercialization options and – perhaps most important of all – organizational and leadership skills. Then, one day as an OCG associate, your efforts may culminate in an account that's so big and complex, you'll be overwhelmed. Yet you'll be able to handle that client, too, in joint-venture with the same people who trained and supported you.

Learn how to open a Local Business Innovation & Growth P (BIG) Chapter and grow your business



Want to Know More About the Launching of YOUR New Business?

*Just review the "**Questions You Might Have**" and watch the video on **Orchestrating Your Client's Relationship**. Then, if you have additional questions, please call and we'll do our best to answer them. Let's talk a little about your personal plans and how we might fit into them. Call us anytime at 203.456.8088 or email info@usbizstrong.org.*

About Us:

US Business Strong Inc, a non-profit educational resource dedicated to driving US Entrepreneurship – www.usbizstrong.org - 203.456.8088

About Our Collaborators:

Crowdfunding Global Alliance Inc, a non-profit resource for education and advocacy – www.crowdfundingai.org -203.307.1179

Results-Based Outsourcing & Financing Inc, a private financing & business support outsourcing firm - www.rbfunding.com -
www.rboutsourcing.com - 203.635.7600

Ocean Cross Capital Markets LLC

www.occapm.com - 212.390.1011

4-Cause Alliances LLC – a boutique marketing agency

www.4causealliances.com - 212.602.1437