



CONNECT
COLLABORATE
COMMUNICATE



C3 brings proven business mastery, passion, dedication, creativity, and professional grit to every challenge. We are uniquely qualified to customize and help you implement a discipline of excellence for your Manufacturing, Jan-San, and Safety enterprise within the Industrial/MRO, Janitorial, and Packaging Channels.

c3cteam.com



WHERE YOUR NEEDS MEET OUR KNOW-HOW

THE C3 TEAM DIFFERENCE

FACING CHALLENGES

As a leader, you know from personal experience that maximum growth with optimum results is the ultimate objective. Taking the critical first step requires knowing exactly where you are and the clarity that you're heading in the right direction. To identify and maintain a trajectory aimed at sustained success, you bear the weight of ever-changing and never-ending business challenges that demand solutions. But not just any solutions, any time – To meet the challenge, the “what” has to align with the “when”. You must have the RIGHT SOLUTIONS. RIGHT NOW.

FINDING SOLUTIONS

It's our business to set your business up for sustained success. C3 comes through for you by crafting customized solutions to meet and beat the challenges of doing business. Applying clear insight from our years of real-world experience, we take careful aim to “define and refine” a winning strategy specifically for you. As your partner in every stage of the process, the C3 Team comes alongside to keep you on track and help you consistently reach your target. Whatever it takes, for as long as it takes – You are our priority at C3.

FORMING STRATEGIES

How do we help you strategize and realize the way forward? The right tools in the right hands can take your challenges and transform them into actionable solutions. We intentionally apply our C3 MECHANISM to Connect, Collaborate, and Communicate in a strategic process that activates our AIM METHOD to Assess, Ideate, and Maximize your success.

TAKE AIM

ACHIEVE FASTER • BETTER • LASTING RESULTS

C3
MECHANISM

AIM
METHOD



CONNECT



ASSESS

Drill down and take a deep dive together to fully understand and assess your business needs, constructing a customized, on-target scope of work.



COLLABORATE



IDEATE

Map out a clear course to identify objectives and strategize different ideations for growth, producing a transformational plan based on actionable insights.



COMMUNICATE



MAXIMIZE

Tap into and apply proven tactics to maximize and sustain growth, building a dialogue of trust for a lasting partnership that accelerates your success.



FOCUSED PARTNERSHIP

Working in close partnership with your team, C3 brings our practical know-how to benefit your bottom line and create value. Let us apply what we know to what you need.

Here's the skill set we offer and the differentiated advantage we deliver with Channel Development, Share Growth, New Markets, Key Customer Development, and Margin Growth to Create Value:

KEEN OBSERVERS

C3 brings fresh eyes to existing processes, always seeking, and finding ways to improve and enhance your operation at every level.

CREATIVE PLANNERS

Getting down to basics and then building up to higher levels of success through production and implementation of forward-looking plans.

TALENTED TEAMBUILDERS

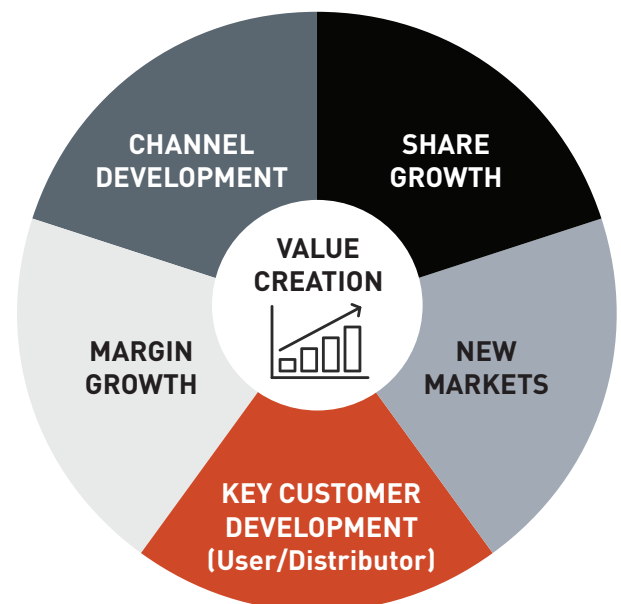
Spending time absorbing and assessing your culture, collaborating with your people, and building an even more dynamic team.

SAVVY MARKETERS

Keeping our finger on the pulse of marketing in sync with the heartbeat of your business, knowing when and how to position your brand for maximum reach and revenue.

CRITICAL THINKERS

Constructing scenarios to explore possibilities, exploit potential, and establish priorities with a "WHAT IF" – "WHY NOT" – "WHAT NEXT" – "HOW TO" mindset.



WHAT OUR CLIENTS SAY ABOUT US

"This is the only time a strategic consultant invested time in the implementation stage. And C3 helped my organization to prioritize my marketing spend, define the right messages for our customers, and find the optimal mix of vehicles to communicate our solutions. I used to spend over \$300K on trade shows, C3 helped shift us to more effective programming. We doubled our business in the first 2 years."

Rhonda Kovera
Visual Workplace, Inc.
CEO & Founder

"Craig and Wendy helped our leadership team develop a go-to-market strategy plan to enhance our value proposition and messaging around a 3-in-1 supply chain program that provides a competitive advantage in the marketplace. I would recommend the C3 Team for business transformation."

Sarah Finlayson
Riverhawk Industrial Supply
President and Owner

**Do you need help building or rebuilding a plan to achieve your vision for growth?
Reach out to C3.**



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