

Maximize Your Revenue: How a Fractional Revenue Operations Advisor Can Boost Sales for Landscape Companies





Amplifying Success



Tidewater Solutions Group, LLC

TOP-LINE revenue is the lifeblood of any business, serving as the foundation of every P&L statement. Yet, it's surprising how many small to mid-sized business owners overlook the critical importance of a cohesive revenue generation system, team, and activities. At Tidewater Solutions Group, LLC we're dedicated to filling this gap by empowering businesses to optimize their sales strategy, processes, and execution. From assisting with hiring a dynamic sales force to transforming company sales cultures, implementing streamlined processes, and instilling best practices, our mission is clear: to align every aspect of the sales organization with the vision and needs of the business. With a focus on both strategic direction and tactical execution, we ensure that transformation within the sales organization is not only comprehensive but also sustainable, driving unparalleled growth and success.

Shawn Dunahue

Founder of Tidewater Solutions Group, LLC

-Relevant Experience-

30

Years in the Construction Industry

20

Years Serving Trade Service Contractors

Leadership Roles

President,
Vice President,
General Manager,
U.S. Sales Manager,
Divisional CMO,
North American Business Manager

Revenue Responsibilities

\$5 million
up to \$625 million

At Tidewater Solutions Group, we specialize in empowering landscaping contractors to achieve sustained growth and operational excellence. Leveraging Sales Xceleration's Certified Sales Operating Management System™, we deliver tailored solutions that streamline your sales processes, enhance operational efficiency, and establish clear accountability. Our approach ensures your business can navigate seasonal fluctuations, manage multiple projects seamlessly, and maintain high service standards, ultimately driving consistent revenue growth and customer satisfaction.





Launch Your Free

No Obligation Consultation & Sales Assessment

- Benchmark your Business
- Baseline an Improvement Strategy
- Prioritize Improvement Areas
- Evaluate Tidewater Solution Group's Deliverables and Advisor

Contact us today to schedule your
free consultation Tel: 941-320-2131
or sdunahue@tidewatersg.com



OUR APPROACH

From Concept to Achievement: Tidewater Solutions Group Collaborates with Business Owners and Leaders to Elevate Landscape Companies to New Heights

Sales Transformation

Customized Infrastructure

We design and implement customized sales processes, systems, and tools to streamline your operations, improve lead follow-up, and enhance overall efficiency.

Enhanced Accountability

We set clear performance metrics and accountability frameworks, ensuring your sales team is aligned with business goals and focused on achieving measurable results.

Growth Strategies

We deploy effective strategies to boost customer acquisition and retention, mitigate the impact of seasonal demand fluctuations, and maintain steady cash flow

Competitive Positioning

We help you navigate competitive pricing pressures by emphasizing high-quality service and optimizing your pricing strategies to attract and retain customers without compromising on service quality.

Profitability and Margin Realization

Analyzing operational efficiencies, cost structures, and pricing strategies, we provide actionable insights to elevate your profit margins and secure long-term growth.

Asset Allocation

Focusing on balancing services and staffing to ensure profitability and customer satisfaction, even if it requires scaling back or limiting services based on resource allocation.





Short-Term

Boost lead conversion rates, improve project management efficiency, increase customer satisfaction, audit service offering

Long-Term

Expand market share, achieve consistent revenue growth, increase upselling/cross-selling revenue stream, & build long-term relationships with residential and commercial clients

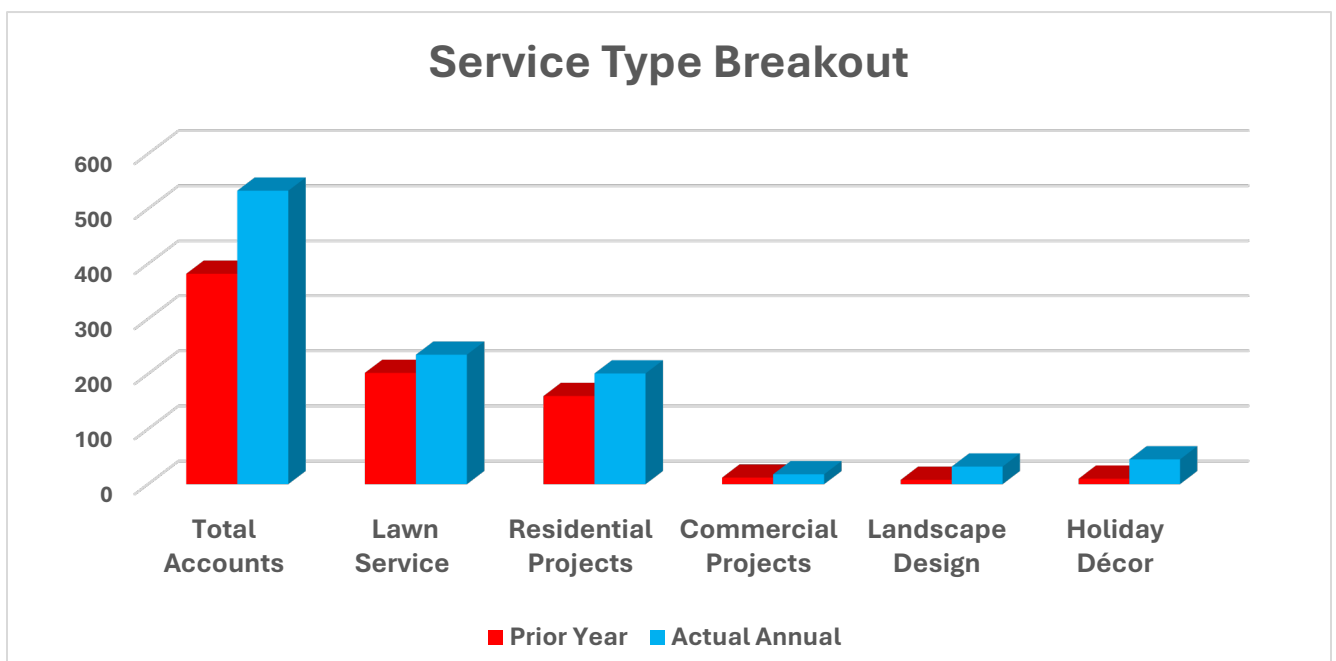
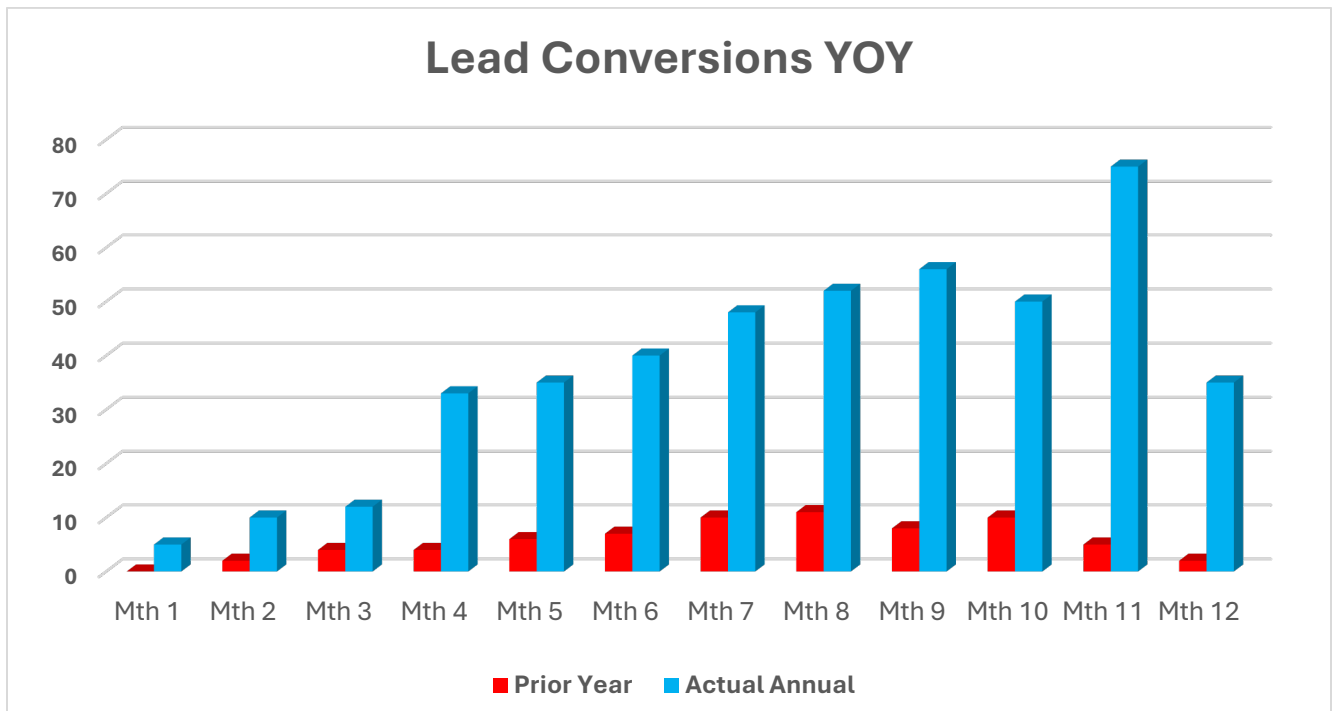


Key Business Deliverables

(Example)

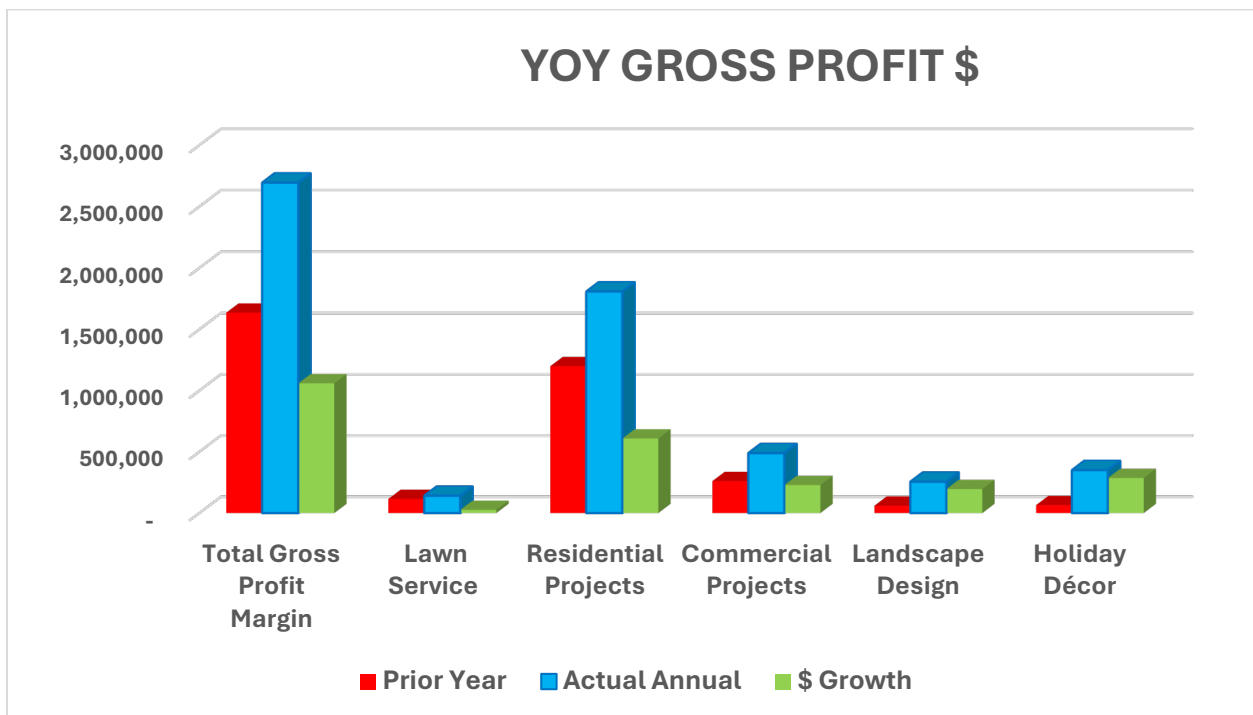
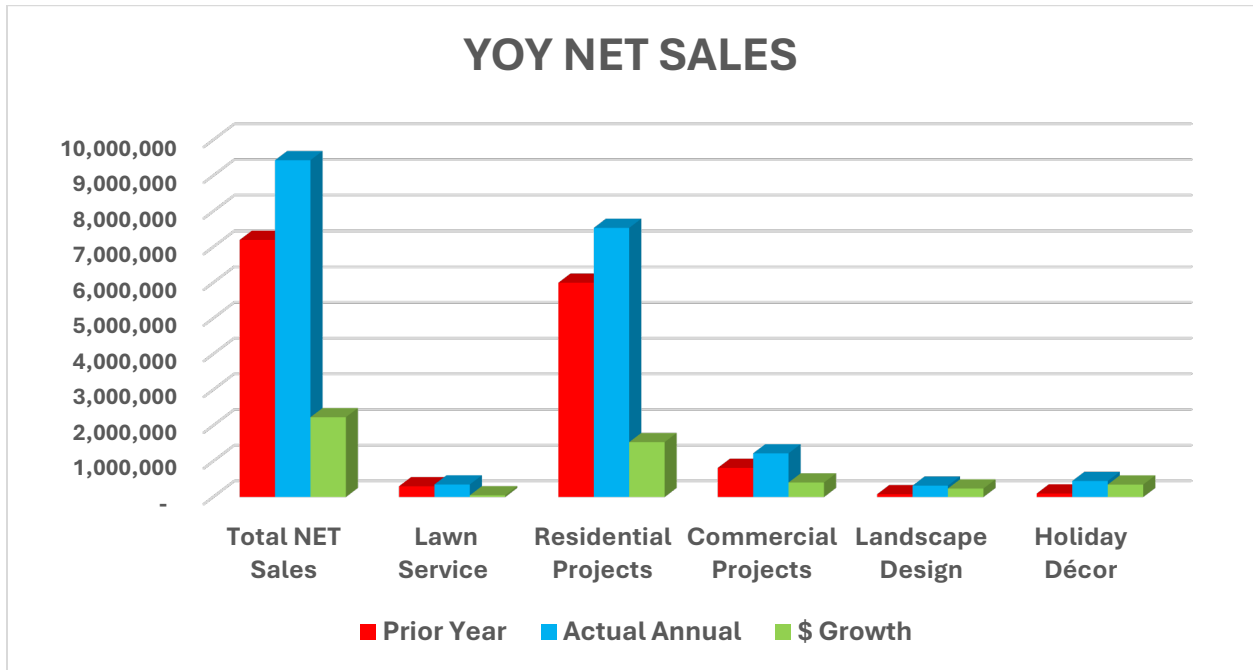
YOY Lead Conversion Rates & Service Breakout

Results differ by company and situation the following information is an example of one company's performance



YOY Net Sales & Gross Profit \$

Results differ by company and situation the following information is an example of one company's performance



Abbreviated Statement Example

Results differ by company and situation the following information is an example of one company's performance

	Prior Year	Actual Annual	\$ Growth
Total NET Sales	7,198,989	9,434,000	2,235,011
Lawn Service	\$ 302,994	\$ 352,500	\$ 49,506
Residential Projects	\$ 5,999,995	\$ 7,537,500	\$ 1,537,505
Commercial Projects	\$ 816,000	\$ 1,224,000	\$ 408,000
Landscape Design	\$ 80,000	\$ 320,000	\$ 240,000
Holiday Décor	\$ 100,000	\$ 450,000	\$ 350,000

	Prior Year	Actual Annual	\$ Increase
Total COGS	5,562,732	6,738,400	1,175,668
Lawn Service	\$ 187,856	\$ 211,500	\$ 23,644
Residential Projects	\$ 4,799,996	\$ 5,728,500	\$ 928,504
Commercial Projects	\$ 554,880	\$ 734,400	\$ 179,520
Landscape Design	\$ 20,000	\$ 64,000	\$ 44,000
Holiday Décor	\$ 35,000	\$ 99,000	\$ 64,000

	Prior Year	Actual Annual	\$ Growth
Total Gross Profit Margin	1,636,256	2,695,600	1,059,344
Lawn Service	\$ 115,138	\$ 141,000	\$ 25,862
Residential Projects	\$ 1,199,999	\$ 1,809,000	\$ 609,001
Commercial Projects	\$ 261,120	\$ 489,600	\$ 228,480
Landscape Design	\$ 60,000	\$ 256,000	\$ 196,000
Holiday Décor	\$ 65,000	\$ 351,000	\$ 286,000



Let's Grow This Together

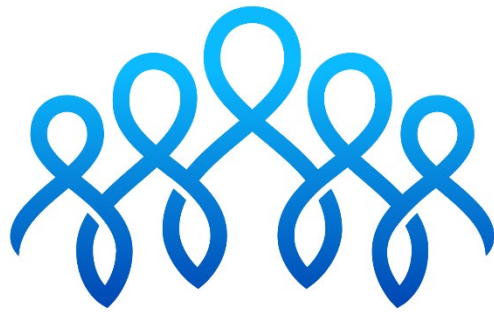
Unsure if this fits your business needs?

Take our short 10-question sales readiness questionnaire to see how you measure up.

[Click Here](#) or **Scan Below**

www.tidewatersg.com





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