



# MIDDLE SOUTH ADVISORS

A Division of Middle South Ventures

## **“The Diagnosis” - Questions & Answers**

**Q: *"I do business with many local vendors, and I do not want them or competitors to know I have cash flow problems. Do you share my business information?"***

A: We understand and are sensitive to client confidentiality concerns. As a result, all work is kept strictly confidential. We do not sell, barter or release any client information.

**Q: *"Why is it important to have my historical financial information available for The Diagnosis?"***

A: MSA's analyst collects, reviews and analyzes historical and financial and operating information in order to establish quantitative and qualitative costing of specific business challenges. As a business owner, it is important to have information at your fingertips. If you can't measure it, you can't manage it. The first step is to identify where you have been, where you are now and most importantly, where you want your business to be within the next 12 months. Our analytical tools allow our clients to benchmark their performance and have timely information to make informed business decisions.

**Q: *"How did Middle South find me?"***

A: We utilize many sources to obtain business information, from several established business directories and client referrals to business information databases such as Dunn & Bradstreet.

**Q: *"What credentials do your Business Consultants have?"***

A: At MSA, our consultants have a combination of advanced business and technical degrees; hands-on senior management experience in various industries and numerous professional certifications and accreditations across a multitude of disciplines. They are knowledgeable about "the business of business" and possess strong analytical skills.

**Q: *"Who determines 'satisfactory completion' of The Diagnosis?"***

A: The fee for The Diagnosis is due and payable when you determine that the analyst has identified the problems which exist in your business, the improvements possible in your business, and the estimated benefits of making the necessary recommended improvements. If you have not received value and benefit from the business analysis, you pay nothing.