

# FastSlowMotion

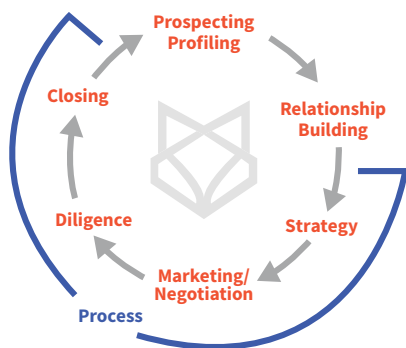
## CRM Specifically Built *for* Investment Banking Dealmakers

**S**alesforce out of the box may not be the best fit for dealmakers and principal investing professionals. That's why Fast Slow Motion offers a custom approach tailored specifically for investment banking (IB) firms. Our solution comes packaged with everything you need to seamlessly implement Salesforce, while also providing the flexibility of customization to meet your evolving needs, because no two firms are the same. With our expert implementation services, you can elevate your deals with flawless execution and add companies to your portfolio without missing a beat.

### We Understand Your Business

Fast Slow Motion offers a customized approach that addresses every aspect of the deal cycle. Our approach tackles your key business processes and pain points, and provides a clear solution and customization plan for the differing realities of each unique firm. Solutions include detailed reports and dashboards, managing prospecting, deal cycles, ongoing relationships with clients, research analysis, and more. We understand the businesses of investment banking (IB) firms, and we can equip you with a platform that enhances your institutional knowledge, offers a single source of truth for scalability and growth, and gives you the gift of time.

### Investment Banking



### Connect On a Deeper Level

Our approach helps dealmakers form deeper connections with prospects and buyers/sellers by managing relationship data, tracking interactions, and keeping key information up-to-date. By providing all the necessary information at your fingertips, our solution helps build stronger, more personalized relationships with your contacts, helping you stay ahead of the game.

### Develop and Track a Unique Strategy for Each Client

Our approach empowers IB firms to establish a clearly defined strategy for each client that aligns with their objectives. It facilitates identifying the ideal buyers and sellers while ensuring the client's goals are met, enabling a strategic framework for selecting targeted firms to acquire or buy. This intentional and focused process ensures a streamlined and purposeful approach to achieving desirable outcomes.

### Market To The Right Buyers and Sellers

Our approach enables IB firms to strategically market clients to the right set of buyers and sellers by leveraging the rich data captured in Salesforce. With essential buyer and seller information readily available, you can effortlessly filter the buyer/seller list to align with the client's strategic objectives, ensuring a targeted and effective negotiation process.

### Negotiate With Confidence

Our approach provides comprehensive insights into the entire relationship lifecycle, empowering you to enhance your negotiation skills. Equipped with crucial information at your disposal, you can maintain current data, clarity, and unwavering confidence throughout the negotiation phase, thanks to our approach's comprehensive insights into the entire relationship lifecycle.

### Diligence The Right Way

Our approach optimizes the diligence phase of the deal lifecycle, empowering IB firms to gain a comprehensive and streamlined view of the process. Through efficient data collection, analysis, and reporting, you can maximize resource allocation, mitigate risks, and pave the way for successful outcomes.

### Close The Deal

Our approach streamlines the closing process for dealmakers, allowing for efficient management of all necessary documents, communication, and tasks involved in closing a deal. With our solution, you can ensure that nothing falls through the cracks and that the process runs smoothly from start to finish.

### Manage The Relationship

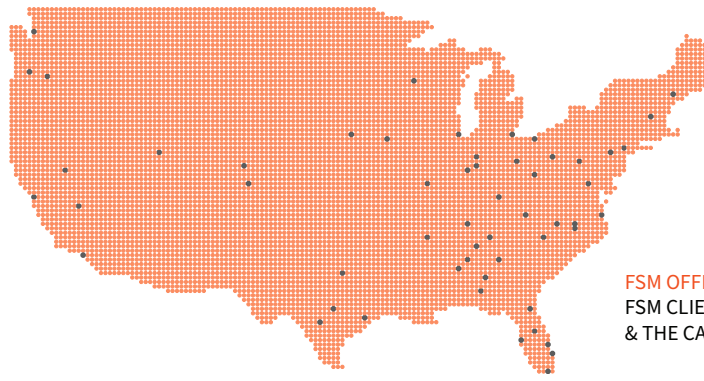
After closing a deal, our approach helps dealmakers in managing their ongoing relationships with clients, buyers, and sellers. Our solution provides you with the ability to track all interactions, set reminders for automated and personalized follow-ups, manage any necessary tasks or projects, and ensure long-lasting relationships with your contacts.

### Much More Than a CRM

Fast Slow Motion's unique approach to Salesforce provides investment banking (IB) firms with a customized CRM designed for your unique business, clients, and deal cycles. Our solution gives you control over all aspects of your business, making it easier for your team to focus on higher-value tasks and achieve more in less time.

### Connect With Us

With our Salesforce-based solution, you'll have the tools and flexibility to optimize your business processes, forge deeper connections, and achieve more in less time. Elevate your deal-making game and take control of your success. Connect with us today and revolutionize your deal lifecycle.



FSM OFFICES NATIONWIDE & THE UK  
FSM CLIENTS IN 50 STATES, CANADA, EUROPE  
& THE CARIBBEAN

## What to Expect *when* Working With Us

### We Actually Care

You'll be hard-pressed to find another company as actively and passionately invested in your success as we are. We serve only growth businesses, and our clients' best interests are always at the center of our focus. Helping businesses excel at what they do is just what we do.

### We Ask Questions

We take time at the start of each project to be sure we have a deep understanding of your business. We want to know not only where you are, but where you want to be.

### We Will Share Business Advice

Our team is rich with expertise across a wide range of businesses and industries.

### Dedicated Project Leadership

Your direct point of contact throughout, available whenever you need them. Each project leader is supported by a team of Salesforce Certified Consultants and Solutions Architects.

### Crawl-Walk-Run

If you're new to Salesforce, our Quickstart program is designed to build key projects and processes up front so you see immediate ROI and value. After that, we'll work alongside you as your trusted partner to streamline and automate the rest of your business, as you're ready for it.

### We Build FAST

We use the Agile project management methodology to deliver quickly, involving you in the entire lifecycle: planning, building, testing, training, deployment, and change management. Every week, you'll see substantial progress.

### We Over-Communicate

We set up a project in our online project management tool so you have full visibility into our efforts and seamless communication with our team. We'll hold meetings at least weekly, and will deliver written status reports as well. When we are ready to deploy, we'll produce custom training videos and host guided sessions on how to use your cool new tools.

### We Deliver Unexpected Wins

On most occasions, when we get into a project, we help our clients get value from Salesforce in ways they were not expecting. We help you see what's possible.

### We Consult Before We Configure

If we see poor processes or areas that can be improved, we call it out. Most partners are not consultants like us.

### We Know How to Drive Adoption

Salesforce is useless if no one in your company wants to use it. That's why adoption is high on our priority list. Of course training is important, but adoption is at the top of our mind in every solution we develop. Is it easy? Intuitive? If not, we iterate until it is.

### We Are Really Good at This

Not to sound cocky, but we're proud of our ability to consistently deliver "wow" experiences to our clients.

#### Industry Experience

Healthcare and Life Sciences • Retail  
Consumer Goods • Manufacturing  
Financial Services • Non-Profit

## Salesforce Services

Sales Cloud Implementation • Service Cloud Implementation • CPQ Implementation • Field Service Lightning Implementation  
Marketing Cloud Implementation • Salesforce "Health Checks" • Remediation and Turnarounds • Lightning Migration • Salesforce Consulting  
Change Management and User Adoption Consulting • Custom Application Development on the Salesforce Platform  
Salesforce Training and Mentoring • Ongoing Salesforce Support and Enhancements