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FOR IMMEDIATE RELEASE

NEW BUSINESS HELPS SMALL COMPANIES RUN WITH THE FORTUNE AND INC 5000 GANG

*Smart Company Growth's Virtual Model gets Affordable Business
Development and Cost Control Best Practices to SMEs*

Berlin, MD

Smart Company Growth is a new, boutique business consulting firm based in Maryland's Eastern shore that helps small and mid-sized businesses to *grow sustainably* through application of best practices in *business development* and *cost control*. Founded and operated by 22 year manufacturing and small business vet Karl Walinskas, the company is opening its virtual doors in January, 2011, delivering analysis, consulting and outsourced services through experienced and qualified contractors.

Karl formed **Smart Company Growth** in order to bridge the best practice divide that often occurs between larger firms worth hundreds of millions of dollars and those small firms, particularly privately held manufacturing and technology companies, who are largely underserved or downright ignored by the big, expensive consulting firms. Latest **Office of Advocacy** funded research shows that small businesses represent 99.7 % of all firms, they create more than half of the private non-farm gross domestic product and 60 to 80 percent of the net new jobs. "In the current economic downturn, these vital companies struggle with developing new business on a budget, and can tend to either go into the survival mode shell and do without important functions, or they falsely believe they can sell themselves out of every business problem, and grow the top line unsustainably, unable to scale their businesses and deliver on the promise," says Walinskas.

Smart Company Growth leverages contract talent virtually on behalf of clients to develop leads, set appointments, re-engineer business process, slash inventory expenses, manage sales and even negotiate key deals with prospects and suppliers to keep as much money in the clients' company wallets as possible. Through brokerage relationships that Walinskas has, **Smart Company Growth** can even *lease business equipment* for expansion and dramatically *reduce power consumption expenses*. Many firms provide a piece of the puzzle for small businesses, but according to Karl, "one magic bullet won't get most companies on the way to smart growth, meaning that to be successful, they may have to engage a number of firms--all with different management, culture and styles." **Smart Company Growth's** holistic approach provides its customers with strategies to bolster both the top and bottom lines, act as their virtual outsourced arm and limit the cost of training that accompanies working with outside firms. "With a virtual partner, businesses don't have to make the painful, all-or-nothing decision to hire or not to hire and the dilemma of either ignoring a need or laying off employees when the need is addressed." Karl is quick to point out that many of his company services are structured to require no expensive site visits at all, instead capitalizing on modern technologies for virtual meetings and information exchange.

More information can be found at the company website at www.smartcompanygrowth.com.

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