

CHILDS Advises DSG in its Recapitalization by Stone-Goff Partners

Atlanta, GA – December 12, 2017 – CHILDS Advisory Partners (“CHILDS”) served as the exclusive financial advisor to DSG Consulting, Inc. (“DSG” or the “Company”), a leading provider of outsourced sales training and enablement services to Fortune 500 and middle market companies in North America and Europe, in its recapitalization by private equity firm Stone-Goff Partners (“SGP”).

Founded in 1994, DSG enables salesforces to implement their company’s growth strategy through customized sales enablement programs. Solution offerings include sales message creation, sales process design, sales coaching system development, in-person and virtual training, and ongoing reinforcement and content updates post-launch. The Company serves a diverse, blue-chip customer base across six core verticals including Technology, Business Services, Healthcare, Manufacturing, Telecommunications, and Financial Services.

“We are proud of the DSG team and the company we have built together,” said DSG President, Matt McClendon. “Going forward, DSG is thrilled to partner with SGP as we enter our next phase of growth. After vetting numerous potential partners, DSG selected SGP for their partnership approach and their proven track record helping technology-enabled professional services firms maximize their growth potential. The CHILDS team provided invaluable guidance throughout the process, which resulted in this exciting partnership with SGP.”

Tanner Mezel, DSG VP of Sales & Marketing, added, “DSG needed a partner that not only understood the business, but also could bring expertise on how to accelerate the expansion of both our team and our solutions as we seek to continue delighting our growing customer base.”

Jason Wallace, Managing Director at CHILDS, remarked, “Matt and Tanner have built a great organization with solutions that have a profound impact on their clients’ sales initiatives. The partnership with SGP is highly complementary to DSG’s focus on driving successful outcomes and exceeding client expectations. We look forward to tracking the future success of this partnership.”

About DSG

DSG is a tech-enabled professional services firm that provides sales enablement content, tools, and training to corporate customers. The Company offers a unique playbook approach to sales enablement that can be delivered through traditional mediums or through its differentiated web application. The web application platform provides fully customizable content and training through an interactive, video-based tool that increases user engagement in its programs. DSG has enabled more than 100,000 salespeople in more than 30 countries.



About Stone-Goff Partners

With offices in New York and Boston, Stone-Goff Partners is a private equity investment firm that invests in lower middle-market founder-owned businesses and corporate carve-outs in the business services and consumer sectors. Founded in 2010 by Hannah Stone Craven and Laurens Goff, the firm leverages the extensive investment, strategic and operational experience of its principals to serve as a value-added partner for management teams, portfolio companies, and limited partners.



About CHILDS Advisory Partners

CHILDS Advisory Partners provides investment banking services to middle market business services, healthcare and technology companies. CHILDS’ combination of sector focus, process excellence and a deep, experienced team drives the delivery of superior client outcomes. With over 45 professionals, CHILDS is one of the fastest growing M&A advisors in the U.S. and was named the “2016 Boutique Investment Bank of the Year” by The M&A Advisor.



Please contact us to learn more about working with the CHILDS team:

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| Jason Wallace <i>Managing Director</i> 404-461-4620 jwallace@childsap.com | Steve Dyott <i>Vice President</i> 404-461-4614 sdyott@childsap.com | Josh B. Chin, CPA <i>Associate</i> 404-461-4631 jchin@childsap.com | Jonathan Henry <i>Analyst</i> 404-461-4635 jhenry@childsap.com |
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