

An expert eye could be the first step in assessing if you are going in the right direction. We provide recommendations based upon our collective findings so we



can support you in making the needed adjustments toward a functional process and positive financial future. Start-ups, established organizations considering a future sell (merger/acquisition) and companies that simply want to identify the strengths and weaknesses of their sales and marketing goals.

Our assessment includes 4 component viewpoints. We examine the perspectives of the internal stakeholders and your target in order to customize an implementation process beneficial to your staff and customers.

Customer Experience Strategy

What is the customer experience you provide? This service much like customer journey mapping, identifies multiple customer personas, pain points, moments of truth, customer life cycle and data to support our findings. Uniquely we provide overall processes of improvement to quickly set the stage for implementation. Another key factor that many organizations lose sight of are the key stakeholders involved throughout the customer journey and all of the responsible parties involved in making their customer experience productive and the output of your services a success.

Tracking & Lead Strategy

Who are you targeting and how do you keep track of your leads? There is an enormous amount of technology available to answer these questions but certain software tools fit certain organizations or will be based upon who you service. Our goal is to help you avoid overextending your budget and place it in the right places in the early marketing stages. You will be able to have a sound system to qualify your contacts and reduce leaving any potentials to the advantage of your competitors.

Platform Recommendations

What tools are you utilizing? It may look dazzling but could cripple your customer engagement process and waste valuable marketing dollars. Niche markets continue to exist where certain social platforms would not be viable or prove difficult to reach your specific customer. We can recommend the platform that fits your respective industry and particular organization. For those that need cross channel marketing we will lay out a management tool to support its robust communications and schedule.

Product Assessment

For some organizations a full sales and marketing assessment may not be needed at this time but there is interest in dissecting a particular product and or service. Your offering may be preexisting or a service that you would like to have included within your book of business. We begin with a full review of its potential and can provide input regarding its benefits, negative drawbacks, pricing, adjustments, reach and expansion levels.