

Marketing Services

Marketing Success Scorecard

The Marketing Success Scorecard is a business tool designed to help you evaluate your company's marketing performance. The scorecard covers over 30 key performance indicators which are compared and scored against industry best practices. After our analysis we deliver a final scorecard report and recommendations for marketing performance improvement.

Marketing Success Assessment and Action Plan

The Marketing Success Assessment and Action Plan is a comprehensive analysis of your marketing strategy and processes. (1) We meet with your marketing management team to better understand your business, people, goals and challenges. (2) We evaluate your marketing processes, brochures, collateral, website, etc. from the customers point of view. (3) We evaluate your marketing against the best practices of successful growth companies. (4) We deliver a comprehensive marketing evaluation with strategic and tactical recommendations and action plans for exceeding your marketing goals. (5) We train your team on the techniques for successful implementation. (6) We provide unlimited executive team phone and email mentoring for 90 days.

Marketing Success Strategy Development

The Marketing Strategy Development program focuses on strategy development and implementation which will improve your marketing return on investment. We show you how to turn your marketing department into a profit center. (1) We teach you specific techniques and methods for creating a highly effective marketing strategy. (2) We help you develop your marketing strategy and implementation plan. (3) We perform a follow-up review and evaluation. (4) We provide unlimited executive team phone and email mentoring for 60 days.

Lead Generation Strategy Development

The Lead Generation Strategy Development program focuses on strategy development and implementation which quickly creates more qualified marketing leads than your sales team can handle while reducing your marketing costs at the same time. (1) We teach you specific techniques and methods on how to reduce your marketing costs and simultaneously increase sales lead generation. (2) We help you develop your lead generation strategy and implementation plan. (3) We perform a follow-up review and evaluation. (4) We provide unlimited executive team phone and email mentoring for 60 days.

Tradeshow Success Strategy Development

The Tradeshow Strategy Development program focuses on strategy development and implementation which will drive tradeshow traffic, increase qualified leads, close more sales and improve tradeshow return on investment. (1) We teach you specific techniques and methods to maximize tradeshow success. (2) We help you develop your tradeshow strategy and implementation plan. (3) We perform a follow-up review and evaluation. (4) We provide unlimited executive team phone and email mentoring for 60 days.

Marketing Team Training and Mentoring

The Marketing Team Training and Mentoring program provides professional development workshops turning average performers into TOP PERFORMERS. This program contains over 30 workshops covering critical sales, leadership, strategy, marketing and general professional development topics.

- * 1 Day Onsite Seminar (4 workshops)
- * 2 Day Onsite Seminar (8 workshops)
- * 2 Hour Teleseminar Workshops (1, 3, 6, 12 pack options)
- * 30 days unlimited email mentoring for each seminar / workshop

Marketing Services

Executive Business Advisers is a management consulting firm specializing in business growth, sales and profit improvement.

We help CEO's increase sales revenue, reduce sales and marketing costs, improve marketing ROI and drive new business growth by improving and optimizing their sales, marketing, company strategy and financial health.



Executives like yourself bring us in to quickly evaluate their business and deliver strategic step by step recommendations on what they need to do differently to increase sales revenue, improve profit margins and drive new business growth.

We can help you:

- Reduce sales cycle time per sale
- Reduce sales and marketing costs
- Increase sales team closing ratio
- Increase prospect penetration with C-Level executives
- Increase inbound lead generation
- Improve top line sales revenue
- Improve marketing return on investment
- Improve financial management and business valuation
- Teach your team how to communicate your value to prospects

If you are interested in **gaining a competitive advantage**, please give me a call.



Best Regards,



Dennis Sommer
Founder and CEO