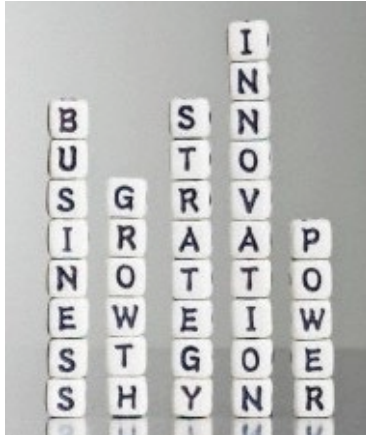




Jump Start Your 2023 Planning

Channel Marketing Group's one or two-day Strategic Planning / Marketing Audit & Assessment provides insights to drive growth.



Did you ever want to have a second opinion on the details and elements of your company's strategic or marketing plan?

Have you and your team completely convinced yourselves that you have the best solutions to today's challenges? Could an outside, impartial, viewpoint enhance your ideas?

Could someone with a fresh approach, experience with other distributors/manufacturers and an understanding of the industry provide ideas to help you achieve new heights?

Consider a Coach

Our **Coach™** approach is a one or two day ideation strategy where we discuss your current positioning and initiatives and then work with

your team to conceive new possibilities. The session is a combination of innovation and idea generation. We use a variety of idea generation techniques to identify breakthrough opportunities.



In addition, it is designed to provide a frank audit & assessment of your company's future plans and marketing initiatives. We can provide that extra input that can assure profitable results.

Areas that could be discussed include:

- Building your brand positioning
 - Marketing strategy and tactic review
 - Product / service development
 - Situation analysis review
 - Monetizing marketing through demand creation
 - Capturing share through account penetration and customer acquisition
 - Taking marketing from tactics to strategy
 - Distributor-friendly marketing
 - Building end-user demand
 - Future distribution planning & channels
 - Successful joint planning with suppliers
 - Customer retention & acquisition
 - eStrategy initiatives
 - Examining expansion opportunities
- And much more...

Let us help you enhance your plans by providing a third-party review and ideas to accelerate your business.

In today's times doesn't it make sense to have a **Coach™** to turn to who can help refine your playbook?

If you want to optimize your plans and maximize your sales and profits, contact Channel Marketing Group at dgordon@channelmkt.com or (919)-488-8635.

Channel Marketing Group ... Ideas that Deliver Results