



\$2500 >> MAKEOVER OFFER! <<

3SG provides a quick and effective set of exercises that allow an organization to focus on four key areas – market position, brand & identity management, supporting technology, and reporting. Within a couple of weeks we'll help you clarify resource requirements, prioritize goals and deliver the **3SG Makeover Mindset** for a flat fee of **\$2,500**. This summary report recommends an actionable plan for creating or realigning your marketing communications strategy to support the overall sales and company objectives.

■ Market Positioning Analysis (MPA)

The MPA evaluates your position within the marketplace from the customer and competitive perspectives. We'll initially spend time together during our messaging and positioning exercises talking about customers and competitors, but we'll also talk to some folks in your marketplace to provide as much of a 360 view as possible.

■ Brand & Identity Checkup

Logos, letterhead, invoices, fax covers, email signatures, the sign on the door – yes, it all matters. Consistency is not only good practice, but it saves quite a bit of money too.

■ Technology Optimization Audit

For emerging firms, the upfront costs for implementing essential technology can be daunting to say the least. **3SG** will outline an affordable & scalable technology plan that will grow as your business grows. For established companies, optimizing the current technology foundation will help identify data bottlenecks and provide a bridging path between your islands of useful information. The average sales and marketing database typically consists of 25-30% 'dirty data' – duplicate contacts, incomplete or out-of-date information, etc. If you're already confident in the health of your data, then we may focus more on leveraging your contact data for higher value-added purposes such as datawarehousing multiple sources, collaboration, and knowledge management endeavors.

■ Reporting Review

The main focus of this exercise is to check under the hood of your reporting engine to ensure that information presented is *reliable*, *relevant* and delivered as efficiently as possible. If you're just starting, we have a number of report templates to get you up and running.

Limited Availability! – Offer expires April 30, 2006



www.threestonegroup.com

Please Note

\$2,500 does not include applicable sales tax or any additional out-of-pocket expenses such as travel, office supply, marketing costs, communications, etc. - Any questions, please contact us at info@threestonegroup.com or call 716.316.6364 anytime. Thank you.

©2006 ThreeStone Group, LLC