

# LATERALUS INTEGRATED BUSINESS DEVELOPMENT SOLUTIONS

Strategic plans that create clarity around your vision for the future

Lateralus uses an innovative approach to help you think holistically about your business and discover new opportunities within your given market.

We create innovative strategies that reach beyond the walls of current markets and bring companies and customers closer together.



Lateralus delivers business development innovation through an integrated approach:



## EXPERTISE

LATERALUS is a unique fit for companies that want an integrated approach to Business Development. We focus on three main areas within an organization to help move the business forward: Strategy Planning, Marketing and Sales.

We are unique because of our experience in speciality and niche markets as well as within larger mass markets. We have an understanding and working knowledge of the needs within both.

LATERALUS has expertise in functional areas that can be translated across multiple industries. We work within a diverse group of markets because it provides us with insight into how companies from differing industries solve problems.

## OUR APPROACH

Our approach is to develop solutions that are rooted in analytics, strategy and instincts. The goal with every business challenge is to cut through the clutter, provide strategic innovation and ultimately create a new perspective of the business situation.

- **Customized Approach** - Each client project aims to solve a specific need within that organization.
- **Customized Solutions** - Overcoming your unique challenges and moving a plan through development to execution.

## VALUE PROPOSITION

- **Save Time & Money:**  
Complete work faster and avoid hourly rates
- **Convenience of Flat Fees:**  
Know your overhead by paying monthly retainers or pay by the project
- **Peace of Mind:**  
Honesty and integrity with recommendations as well as the development of long-term solutions



*Lateralus Defined:*

LATERALUS | Lat | er | al | us |

**Lateral** from **Lateral Thinking** - The liberation from old ideas and stimulation of new ones.

**Lateralization** - Using paradigm shifts to overcome physical or mental challenges.



LATERALUS  
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# SERVICES AND EXPERTISE

Strategy consulting focused on solving problems and creating long-term solutions



- **Experience:** Solve problems that clients have not encountered previously or do not have the experience in-house. Our diverse experience can remove barriers and hurdles faster.
- **Expertise:** View the problem with a second set of eyes and bring in knowledge from other industries or markets to help solve problems.
- **Results:** We offer value by doing this quickly, succinctly and effectively. Most importantly, in a way that provides a credible outside perspective and the development of a plan using new knowledge to solve a problem.

## Strategic Planning

Vision, Mission, Corporate Planning, Strategy Planning, Portfolio Strategy, Lifecycle Management, Tech Strategy, Growth, Innovation, Emerging Markets

## Marketing Plans

Brand Strategy, Go-To-Market Strategy, Segmentation, Customer Insights, Customer-Centric Marketing, Marketing Mix, Value Proposition, Product Category Management, Content Marketing, Social Media Marketing

## Sales Strategies & Tactics

Sales Strategy, Channel Management, Insights and Analytics, Sales Force Effectiveness, Customer Experience, Customer Loyalty, Customer Targeting, Activity Planning, Sales Technology



### Strategy Planning

- Conceptual Business Planning
- Synthesizing Big Picture Ideas into strategic and actionable plans



### Marketing

- Market Definition
- Identifying new customer segments and how your products or services can fulfill their needs



### Sales

- High-Impact Selling
- Create the context for your products and services to be tailored and explained to your newly identified customers

## LATERALUS PROJECT PROCESS

### Phase I

- Perform situation analysis to determine client needs
- Determine scope and priorities of project
- Set objectives and define desired results
- Propose services and determine project timelines
- Develop project plan and identify project deliverables
- Present project to client organization
- Gain agreement on identified deliverables

### Phase II

- Execute on project work plan
- Implement project deliverables using planning frameworks
- Provide updates on project work schedule to client
- Complete project within determined time requirements
- Evaluate results based on project metrics
- Follow-up on project outcomes
- Feedback to Lateralus at completion of project



**LATERALUS**  
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*"You cannot dig a hole in a different place by digging the same hole deeper. Lateral Thinking is used to dig a hole in a different place." - Edward de Bono*