

# An unusual offer... your key to new profits?

STRATEGY

CREATIVE

TACTICS

## A complimentary\* integrated marketing consulting session could be all it takes to open doors to improved customer loyalty, new found sales leads, & profits.

A killer marketing idea may be lurking right beneath your feet, awaiting discovery. Other times it's tactics or creative execution that's locked away and out of sight. Using the keys of insight and experience provided by the right consultant can unlock your marketing potential. OUTSIDE LOOKING IN marketing team members each represent a key marketing specialty: the *Strategic*, the *Tactical*, and the *Creative*. Now, not everyone buys into the consulting idea so let's make introductions easy. How does a COMPLIMENTARY half day's worth of consulting followed by an apré session report sound?

\* OUR OFFER. Not one, but three experienced OUTSIDE LOOKING IN marketing consultants will spend half a day with key members of your Marketing team to share:

- An expert view from "the Outside" times three.
- Input you may not have considered from "the Inside."
- Current best-in-class marketing practices.
- Action items and best prospects for immediate ROI.

YOU WILL FIND VALUE IN OUR INPUT. We make this offer to selected companies because, based on our experience, there is a high probability you will want to work with one or more of our expert group members afterwards. Here is the not-so-fine print:

1. You agree to a date to have key decision makers available for a 3 hour session (you also buy lunch or dinner).
2. For maximum session focus and productivity, you provide an advance "data dump" of your current marketing situation and any specific issues.
3. Afterwards, if any one or all of us can help you in the future, great. If not, a simple thank you for our time will suffice.

If you agree that our OUTSIDE LOOKING IN Complimentary Half Day Consulting could win you more profit-producing help...

Call: **770-664-9322** to explore this limited opportunity for you and your organization.

## Outside Looking In

A business consulting group uniquely positioned to help you win new customer loyalty, and drive profits.



## Your **Outside Looking In** marketing consulting group members

*The "Outside Looking In" marketing consulting team grew out of a successful collaboration in the seminar series "Outside Looking In", a well-received presentation of marketing benefits possible when a practical plan is followed by effective tactics and creative execution.*

### **The STRATEGY**

#### **Bruce Cotterman - The BAS Group**

The BAS Group provides marketing-sales and business services with accountability tools that drive growth and profitability. We help clients focus on the right customers and markets with: Customer Lifetime Values (CLV) & profitability management, Sales Account Leadership and Execution (SALE), strategic positioning through segmentation & niche marketing, and product differentiation. Of course, metrics demonstrating a Return on Marketing Investments (ROMI) tied to sales processes are typically included. Clients include small to medium companies, divisions of multi-national corporations, start-ups and privately or family held companies.

Contact:

bcotterman@thebasgroup.com  
404-580-2918  
www.thebasgroup.com

### **The TACTICS**

#### **Bob Scaringe - AVG Communications**

AVG Communications helps clients better allocate their marketing dollars in the Demand Chain. That means identifying your most profitable customers by attributes that permit access to more of them. That may require grouping your customers into segments by profitability with a Strategic/Tactical Marketing review. The Strategic/Tactical piece involves prioritizing the best ways to target your most promising prospects. AVG Communications has the experience to help you target your efforts and marketing dollars to where they will do the most good.

Contact:

raz1215@msn.com  
770-594-3369

### **The CREATIVE**

#### **Emil Walcek - EJW Associates, Inc.**

Since 1982 EJW Associates has remained focused on helping business-to-business (B2B) marketers with both traditional and interactive marketing communications services. EJW industrial and technology clients gain a competitive advantage with thought-provoking creative, company & product branding, and lead-generating programs that include: Interactive web site development & hosting, ePromotions, advertising, articles, PR, brochures, direct mail, corporate ID, show graphics, & custom imaging. EJW is among the few B2B marketing communications agencies offering both right and left brain expertise in house.

Contact:

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