

STRATEGIC IMPROVEMENT SERVICES

Assessment, design and implementation capabilities for:

MARKET RESEARCH

- Quantitative and qualitative capabilities including, focus groups and assessment interviews

COMMUNICATION STRATEGY

- Assist clients to understand and address the message, messenger, method, and measurements needed for communicating to customers, employees, and distribution channel partners

ORGANIZATION & DISTRIBUTION CHANNEL ALIGNMENT

- Facilitate solutions around business issues of highest importance
- Deployment Coaching
- Change Management

MARKET PENETRATION & PRODUCT LAUNCH INITIATIVES

- Sales improvement and market development solutions—Business-to-Business and Business-to-Consumer Channels

PROCESS ANALYSIS & IMPROVEMENT

- Including Six Sigma deployments and ISO requirements

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