



## **SALES & BUSINESS DEVELOPMENT CONSULTING SERVICES**

*How does my company sell more product?*

*How do we change the corporate culture enabling all my staff to feel more comfortable with selling?*

*How do we build a sales funnel and who can manage that for our company?*

These are sales and business development related questions asked of HDM & Associates on a regular basis. John Juricic and Associates have been successfully living, breathing and implementing Sales & Marketing deliverables in a business environment and capacity for over 30 years. We really get this stuff and know how to implement, instruct and manage the tools of the trade.

Our areas of expertise include Operations Management, Staff Coaching and Mentoring, Organizational Re-structuring, Strategic Planning, Change Management, Team Building, New Business Development, Building Strategic Alliances, Visionary Strategies and Sales Direction Initiatives.

We have the experience, expertise and discipline to successfully deliver sales, marketing and business development strategies and tactics.

### **SERVICES**

- Sales Consulting & Training including corporate culture change management
- The development and implementation of Sales and Marketing Strategies
- The development of a concise value propositions
- The development of Market Segment definition and Competitive Analysis related information
- Creating structure and discipline to successfully implement sales, business development and marketing strategies, tactics and operational processes.
- Sales & Business Development (Rainmaker) funnel creation, growth and maintenance
  - Implementing CRM online tools, e.g., ACT!, Salesforce
- The creation of Trade Show related sales, marketing and operational structure and process