

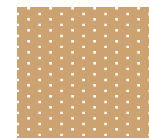


Target Market Advisors
126 East Wing Street
PMB:245
Arlington Heights, IL 60004
Address Correction Requested

- Using a combination of our vast experience and a very unique software product, we'll find the root issues that affect your business goals.
- Then we'll create sales plans and programs that sell *your* products and services.
- We'll create marketing plans that are based in logic; expressly designed to find new customers to serve and will also satisfy your current customers.
- We'll design a plan, up front, that is based on the premise that the activities, and the results - will be *tracked*.
- Finally, we'll look to our alliance partners for shared knowledge and effective partnership activity.



We help sales teams succeed and *over-achieve* quota...



Target Market Advisors

A Sales, Marketing & General Business Consulting Firm

- Effective Sales Analysis
- Thorough Market Research
- Compelling Sales Programs

Compelling Sales Initiatives

Trackable R.O.I.

"Out-Of-The-Box" Thinking



Tel: **847•304•9822**

Tel: **847•342•0270**

E-M: **info@targetmarketadvisors.com**

Researching, Creating, Implementing & *Tracking* Compelling Sales Programs

Testimonials

Target Market Advisors (TMA) creates sales and marketing programs that are based in logic – but are very creative. Compelling programs that translate for the sales teams. Programs that make sense to your salespeople – the “feet on the street.”

Recently, we did a presentation for Greg Laka of Greg Laka & Associates of Chicago. Call him at 312-922-7100. Here are Greg’s comments:

**“Thank you for your time, energy, ideas, and excellent work! ...It is beautiful...
...I loved your work by the way.”**

TMA also does marketing brochures for our clients. Recently, blue span Associates of Arlington Heights introduced a new services product lineup. Rich Pfisterer, President, says: **“I loved the new brochure you did for our company!”**



*Creative marketing programs
- that sell -*

Qualifications Abstract

Who we are...

A Senior Sales Programs author formerly of Deloitte Consulting, and an experienced Marketing/PR Manager from Apple Computer, Inc. Nimble, creative, flexible consultants Client advocates – of the first order High character individuals with warm, professional bearing

What we do...

Focus the sales effort
Find business value (ROI) in products & services
Identify competitive advantages
Locate all the parts to a solution set
Create unique value messages around solutions
Help implement the plans
Track them. Learn from them. Repeat.

How we add value...

Research and then create solution messages
Manage cross-functional initiatives

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It's All About R.O.I.

Business strategy

Target Market definition

Business case development

Professional services

Product strategy

Distribution channels

Product development

Project management

“C-Level” interactions

Marketing analysis

Marketing plans

Competitive analysis

Product launch events

Trade shows presences

Promotion strategies

Customer retention

MarCom materials

Organizational development

Public speaking

Leadership and mentoring

Relationship management

Alliance management