

tendtotask

A TASK MANAGEMENT COMPANY



PROFESSIONAL CLIENT SERVICES

MARKETING STRATEGY

Define new business initiatives as a subset of company's primary sales objectives. Aim to capture increased share of market.

MARKETING PLANS

Prepare short and long-term strategic and next-step action plans aimed at elevating company position as a viable industry contender.

LEAD GENERATION

Extensive sourcing of web for potential prospects utilizing research vehicles. Goal of creating qualified lead lists for salesperson calls.

SALES CALLS

Proactive pursuit of qualified prospects and cultivation of existing leads. Aim of securing presentation and eventual client conversion.

COLD CALLS

Penetrate high-level prospects and initiate sales process. Increase qualified leads. Solicit new business. Direct sales efforts accordingly.

TELEMARKETING CAMPAIGN

Devise script and message of sell. Spearhead targeted and ongoing cold-calling campaigns reflective of company offerings.

FEASIBILITY STUDIES

Explore viability of a new company start-up. Study competition, product demand and potential client interest.

SALES PRESENTATIONS

Deliver crisp and convincing product presentation in role as an informed, knowledgeable and articulate company representative.

COMMUNICATION FACILITATOR

Liaise between owner, client, or individuals with goal of promoting consensus, collective buy-in and movement.

BRAINSTORMING

Spur creative flow of ideas and jumpstart spontaneous dialogue. Draft "talking points" as catalyst for discussion.

COACHING

Evaluate and coach individuals and project teams on effective sales-oriented delivery methods for competitive bid and presentation process.

PROPOSAL WRITING

Create compelling and original responses to standard proposal questions. Discerning emphasis on identifying core competencies.

BUSINESS WRITING

Interpret complex projects to communicate company goals through crisp message articulation. Succinctly convey multiple messages.

CREATIVE WRITING

Write compelling copy for company website, mission statement, taglines, ads and correspondence reflective of image and philosophy.

CONTACT MANAGEMENT DATABASE

Build and manage database in ACT or OUTLOOK programs. Categorize and track contact records based on customized criteria.

DATA MINING

Deliberate intelligence gathering aimed at populating contact database, creating informed client profiles and focusing direction of sales.