

Combining **tried and true** with **cutting e-dge**.

Functional
Overview

Marketing and Sales Support

The changing face of marketing and sales—

FROM PRODUCT, PROMOTION & PRICE... TO CUSTOMER, COST & COMPETITION

Merging traditional marketing and sales methods with cutting-edge innovations—SBR transforms your IDEAS into ACTION.

INJECTING A FRESH PERSPECTIVE, SBR MAKES SALES PIECES SING AND MARKETING INITIATIVES FIRE ON ALL CYLINDERS.

! *establish value-based selling*

enhance customer relations **!**

! *empower your sales force*

streamline the marketing and sales process **!**

Troubles?

- Do you know who your customers are...and could be?
- Do you need a better sense of your competitors' positioning?
- Does your marketing plan mesh with your sales operations?
- Do your returns from product development justify your spending?
- Can your staff deliver to customer expectations?
- Can you monitor and boost your sales effectiveness?
- Are your marketing and sales materials flat and uninspiring?

The SBR Advantage

- **IMMEDIATE RESPONSE, QUICK TURNAROUND**—we're in within 48 hours, and out after rapid project execution
- **COMPLETE TRANSPARENCY**—from project design to final completion, you're in control, and can monitor how your budget is spent
- **EXPERTS IN THE FIELD**—our professionals are multi-degreed and multi-talented
- **LOWEST COST...ANYWHERE**—about half of what our competitors charge

SBR HAS THE MARKETING & SALES EXPERTISE TO DELIVER ON THE NEW, NEW THING. →

Ideas into Action

The Issues

- **GLOBALIZATION** has created a “whole new world” of customers—
Who is your target group?
- **INFORMATION ABOUNDS IN EVERY MEDIUM**—newspapers, magazines, radio, television, the web—
How does your message stand out?
- **NEW ENTERPRISE ARCHITECTURE AND TECHNOLOGY** have radically changed operational processes—
Is your execution state of the art?
- **INDUSTRY CONSOLIDATIONS** are creating new brands and services—
Are your product lines and market intelligence keeping up?

The Answers

SBR provides a multi-faceted, integrated approach

- **COMBINE HI-TECH INNOVATION WITH TRADITIONAL BUSINESS EXPERTISE.** Regardless of your sales platform, be it storefront or e-store, the same basic business principles apply.
- **MARRY REASON WITH EMOTION.** Sales strategy and marketing materials should be driven by quantitative market studies and performance metrics. Let the numbers lead the art.
- **IMPROVE SALES WITH PROCESS OPTIMIZATION.** Integrate your marketing and sales with the rest of the enterprise.



Set your ideas on fire—Let SBR add sizzle to your marketing & sales.

Representative Offerings—

SBR offers a full suite of professional services to match your specific Marketing and Sales requirements

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|-----------------------------------|------------------------|
| ■ Market Research | ■ Presentation Design |
| ■ Product Development | ■ Branding |
| ■ Marketing Strategy | ■ Direct Mail Programs |
| ■ Pricing Studies | ■ Proposal Support |
| ■ Niche Marketing | ■ Data Mining |
| ■ Competitor Intelligence | ■ Web Site Development |
| ■ Sales Training & Skill Upgrades | ■ Process Optimization |
| ■ Performance Metrics | ■ Customer Relations |

