

## MARKETING AND SALES SERVICES

The business of *getting business* is a critical issue for firms, but one that is often handled informally or placed on the back burner.

ITAC works with companies to help them get a handle on their sales and marketing functions, which ultimately leads to greater control over the direction and financial health of the company.

### Marketing

#### Market Research and Competitive Intelligence

Tap the hidden potential of current markets and identify fertile new markets.

#### Branding and Collateral

Define your brand, simplify your message and reach your target market.

#### Advertising

Craft an effective advertising campaign on a grand or small scale.

#### Websites

Advertise your products or enter the world of e-commerce.

#### New Market Development

Analyze your most valuable customers or discover fresh revenue channels.

### Sales

#### Product Positioning

Guide your company's products to a stronger position in the marketplace

#### Sales Organization Design

Analyze current and future market opportunities to maximize sales and profit margins.

#### Sales Coaching

Establish the discipline and habits of making time every day to do some effective sales and marketing.

#### Sales Management

Make your outside or in-house sales network more efficient, accountable and profitable.

#### Sales Training and Development

Build the skills of your sales force in all sales channels.

***ITAC: committed to growing NYC businesses***