

Capture Keep & Grow™

Survive & thrive in today's business environment

You want more sales, a bigger pipeline, happier customers, and a strong message that targets the right people. How do you get there? At Zephyr Strategy we work with companies to develop strategic plans that help you achieve these goals.

But as you know, the strategic plan is just the first step. It won't do you any good if it sits on the shelf. And that's what often happens due to a lack of time and resources. At Zephyr, we're here to help you with the tactical implementation.

We can manage and execute on every aspect of a strategic plan, which lets you focus on driving the company forward.

Capture new clients

Keep existing customers

Grow revenues profitably



ZEPHYR STRATEGY

703.392.3517

www.z3strategy.com



Our Difference – Sales Centric

What makes us different? We take a sales-centric approach to all our engagements. Whether we're developing an integrated sales and marketing plan, launching a lead generation program, or developing the tools your sales team needs to be more effective – we approach everything with the following question:

“Will this help shorten the sales cycle, generate leads, improve customer retention, enhance the sales effort, or grow bottom line revenues?”

Asking this question brings clarity and purpose to every project we undertake. It lets you know that we're not focused on fluff. It gives you a clear understanding of what we're doing for you, with a budget, timeline and expected deliverables.

Our Approach – Collaborative

We believe that there must be a strong collaboration between marketing and sales teams. Without ongoing feedback, our lead generation and communications activities can't do an effective job. We never forget that the sales staff is in front of the prospect, not us, and that our job is to shorten the sales cycle and increase customer lifetime value. That is why we work closely with your leadership team to enhance communication and collaboration between these two departments.

Our Team – Seasoned

The Zephyr Strategy team is comprised of seasoned business and marketing experts. Together, we've grown companies, launched new products, entered new markets and expanded existing ones. We know how to bridge the gap between sales and marketing departments because we've been on both sides of the fence. Whether your target is the public sector, private enterprise or a combination of both, we can guide you along the never-ending quest to capture new clients, keep existing customers and grow revenues profitably.

Our services

CAPTURE

New Clients

That's the magic, isn't it? Keep the prospect pipeline full, shorten the sales cycle, and make sure the sales team has all the right tools. We'll be the first to tell you that nobody ever closed a deal because the customer screamed, "Holy cow, what an incredible brochure!" At Zephyr we're a little more pragmatic.

We work with you to create plans that align your sales and marketing efforts to generate more prospects, create more buzz, and help you sell better and faster.

- Strategic planning & messaging
- Proposal response (RFP/RFQ/RFI)
- Sales programs (channel development, partner programs, sales team development)
- Secret buyer programs
- Search engine marketing and pay-per-click (PPC) campaigns
- Lead generation programs (online & offline)
- Public relations

KEEP

Existing Customers

While your sales team is bringing new business in the front door, you want programs in place to keep clients from leaving through your back door. And aren't you tired of hearing your customers say, "Hey, I didn't know you did that too!" We design and implement strategies that build loyal customers and increase the revenue you're getting from those customers. Some of the ways we help our clients include:

- Customer satisfaction analysis
- Customer retention programs
- Customer touch-point mapping and gap analysis
- Internal & external communication programs
- Customer appreciation programs
- Customer advisory boards
- Customer service training

GROW

Revenues Profitably

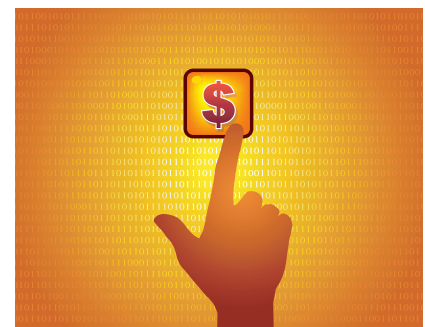
Growth can be a mixed blessing – not enough and your business fails; too much and you can't meet your customers' demands. While entering a new market or launching a product can make a big difference to the bottom line, if it isn't managed properly, it can wreak havoc on the company. That's where we come in. We work with your management team to create clear, actionable plans for product and service launches, market expansions, and other growth strategies. And we're tired of hearing the joke about the consultant that doesn't actually do anything. So we'll develop the tactics and budget for you (if you let us) and then execute on anything you can't handle internally. Turn to us for:

- Strategic planning workshops
- Mergers & acquisition planning
- New product launches
- Market expansion
- Sales effectiveness analysis

THE VIRTUAL MARKETING OFFICE

Every strategic plan generates a series of tactics. The challenge is hiring the right mix of talent, and making sure you can utilize those talents 100% of the time. In today's market you want to focus your efforts on core competencies. Zephyr's Virtual Marketing Office (VMO) team becomes an extension of your internal staff. So you get the expertise you need without increasing your in-house resources.

- Branding & messaging
- Copywriting (newsletters, emails, white papers, etc.)
- Search engine marketing (PPC advertising & SEO)
- Lead generation
- RFP support
- Channel programs
- Marketing collateral
- Public relations
- Event services
- Workshops & seminars
- Web site development



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