

## **What we do...is help you sell more Outsourced sales and marketing activity**

Performing as a seamless part of your team, carrying out sales and marketing activity on your behalf.

### **Helping the customer to buy from you**

In a more conventional consulting approach, we run the microscope over your sales process, helping you to understand your prospect's journey from blissful ignorance of your existence to becoming a customer and advocate - giving you insight and identifying key messages, supporting collateral and marketing channels to deliver sales success.

We can then create the identified collateral for you, or work with your preferred suppliers to help ensure congruence of the message.

### **Help for the evolutionary stage of your business**

Wearing The Hat can help whatever the stage of your business development - Forming, Norming, Storming or Performing.

Where are you right now?