

Ready for a Downturn?

Are you prepared for a downturn in the market? Don't wait to be told by your shareholders that drastic measures are called for.

If your company's sales and marketing performance is less than excellent, then **NOW** is the time to engage in aligning sales and marketing messaging and re-tooling the sales team with new millennium sales skills and process (Sales 2.0).

- According to a [CSO Insights](#) survey on "Optimizing Sales Performance with [Consistent Message Management](#)", companies that are world-class at integrating sales and marketing messaging around the customer;
 - Outdistance others in quota achievement by 25%,
 - Experience win-rates 20% higher than average sales forces
 - Are 3X more successful in proposals closing to a sale
- Are your direct-sales team and channel partners 100% aligned with your core message and able to engage and converse easily with targeted buyers about how your products or services can enable them to solve problems or achieve goals ?
- Is your sales team competent in qualifying out of deals you cannot win and closing >70% of qualified opportunities?
- Are you consistently exceeding sales targets ?
- Would it be of value to your company if new sales hires were fully productive 3 months earlier than currently?

Re-tooling with AMC sales skills and process-

Advanced Marketing Concepts provides consulting services to integrate sales and marketing messaging; We deliver "Sales 2.0" best-practices sales training and effective sales process that powerfully transforms the way companies sell and market their products and services.

If you are interested, then AMC will help prepare you to survive and thrive in any economic climate.

Call us, or learn more at www.admarco.net



A downturn could look like this
- if you are unprepared.

PROOF POINT

Ajay Chowdhury, CEO EnQii
Oct. 2007

"AMC has provided framework and process to create a new Customer Messaging Architecture which identifies our core strengths and win-themes relative to the markets we serve.

Their sales training has equipped our global sales team to engage in consultative conversations with targeted customers and qualify opportunities much more effectively.

AMC's sales-process changes enable us to better execute the sales process and forecast with far greater accuracy."

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