

TAVOR SALES & MARKETING SERVICES

A division of Tabor Communications, Inc.

TAVOR SALES & MARKETING SERVICES offers you the experience and guidance of seasoned HPC veterans with a proven track record spanning 20 years of sales support, marketing programs and marketing communications support

SALES SUPPORT & MARKETING PROGRAMS

Corporate Marketing Programs

Field Marketing & Sales Support Programs

Programs designed to support corporate marketing groups and corporate spokespeople. These are high-level programs that build corporate awareness and brand identity - building a foundation for sales.

Business development programs designed to support the sales teams and field marketing support groups - with emphasis on pipeline development and sales funnel acceleration.

Phase I Programs: Strategic Planning & Program Development

Based on current trends and market conditions, validate where your future customers will come from; which markets / segments present the most opportunity and can be most profitable to you; what perceptions and prejudices exist among users and non-users; determine effectiveness of your marketing and PR campaigns based on message echo; develop a strategic vision and plan for new marketing programs that will drive business growth

Brand awareness / market perception audits

Sales territory audits

PR effectiveness audits

User perception audits

Messaging audits

Sales material / presentation review

Strategic communications plans

Messaging audits

Phase II Programs: Execution & Tactical Support

Extend corporate and product brands; drive industry-wide issues; drive steady awareness (impressions); create desire to do business at a corporate level

Condition prospects and customers for future sales efforts; create buzz; provide proof points of success; create demand – and leads – at a product or solution level

Corporate and product collateral

Pipeline development programs

Public and analyst relations programs

Funnel acceleration programs

Public speaking programs

Lead management programs

Marketing programs for demand generation

Production of sales collateral

Phase III Programs: Performance Improvement

Measure program results; better understand decision making process and buyer reactions; analyze win/loss data; training programs to improve efficiency and productivity

Spokesperson training

Win / loss analysis

Messaging workshops

Customer satisfaction surveys

Media interview skills training

Demo / presentation skills

User group meetings

Sales meetings

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TAVOR COMMUNICATIONS

*Information, Insight and Influence
for the global HPC community*

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