

Demoralize and Decimate your Competition!

- Does your marketing plan support your business targets?***
- Is your sales team spending too much time generating leads?***
- Are you suffering from low conversion rates?***
- Is competition beating you down?***
- Is your sales cycle too long?***
- Are you losing market share (and sleep)?***
- Are your revenues declining?***
- Do your sales and marketing teams really work together?***

We'd like to help you solve these and other tough sales and marketing problems.

The world is changing rapidly. In order to keep pace, marketers and sales people need to change and reorient themselves too.

We will help your marketing and sales team to improve their efficiency, and your bottom line, by more effectively going from lead generation to closing.

Learn how to use an exciting new methodology which blends the best from our own learning and experience, with the foremost contemporary thought, proven processes and techniques — a powerful, replicable methodology that we call the *Marketing and Sales Machine™*.

Think of it like a profit spigot which you can turn up or down, whenever you please!

28 Reasons why you should contact us. *Right now.*

- ⊙ Understand what your customers want
- ⊙ Align corporate goals with marketing and sales
- ⊙ Dramatically increase your installed sales capacity, not your sales force
- ⊙ Create differentiation, not cut price and your profits
- ⊙ Consistently make or exceed sales quotas
- ⊙ Reduce cost of marketing and sales
- ⊙ Shorten sales cycles
- ⊙ Measurably improve closing rates
- ⊙ Demoralize and decimate your competition
- ⊙ Improve lead and prospect management
- ⊙ Forecast and size the deal more accurately
- ⊙ Improve pre-call planning
- ⊙ Generate a steady flow of qualified prospects
- ⊙ Improve account relationships
- ⊙ Demonstrate the value of doing business with you
- ⊙ Integrate marketing with sales
- ⊙ Use new tools for managing leads and customer relationships
- ⊙ Increase the transaction value through cross-selling and up-selling
- ⊙ Avoid end-of-quarter scrambling
- ⊙ Improve customer satisfaction
- ⊙ Rapidly gain market share
- ⊙ Reduce the number of "no decision" opportunities
- ⊙ Get outstanding customer references
- ⊙ Get more consistent results with strong processes
- ⊙ Penetrate targeted accounts
- ⊙ Start getting to decision makers
- ⊙ Identify the most lucrative accounts
- ⊙ Effectively train new hires

About Us

We are an American company focused on business to business consulting, marketing and sales strategy, training and technologies, with partner offices in Europe and Asia.

Our natural competitive advantage lies in the collective entrepreneurial wisdom of our team. Drawing upon decades of first hand worldwide experience, in diverse industries and economic environments, we use a combination of strategy, training and technologies to provide extraordinary solutions to your business problems.

These solutions, when combined with your business and domain knowledge, rapidly align goals, revenue targets, business plans, strategies, technologies, resources, policies, processes and people, to produce sharper business results, and a measurable improvement in both, revenue and profits.

We have helped a number of small and large businesses, including a major Vintner, a French software company, a leading American credit risk solutions company and a prominent Indian software services company. We have also successfully trained marketing and sales professionals at companies like IBM, SPSS, TCS and Wipro, among others.

TBM is a member of the New Jersey Technology Council and approved as a Category I small business enterprise by the New Jersey Commerce and Economic Development Commission.

We are registered with the Better Business Bureau and D&B.

Our team offers 'on the ground' expertise in key locations around the world, including United States, Latin America, Europe, China, India and Asia Pacific. Every senior consultant has held top global management and 'C' level executive positions with technology reliant public companies around the world. They have learnt the art of running successful global businesses the hard way, and acquired a knowledge of business, processes, methods, laws, cultures, and languages, that can be rapidly leveraged to help you achieve your goals.

We've developed and executed strategic business plans; raised capital; set up and grown businesses; increased sales and market share; mentored business owners; trained marketing and sales teams; established partnerships, and marketing, sales, distribution, training and support channels in over 50 countries.

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