

SERVICE OFFERING

CUSTOMER ACQUISITION & RETENTION ASSESSMENT



Unlock Revenue Stuck in Your Sales Funnel

Are your automated marketing campaigns performing as you expected? Let Accelent Consulting evaluate your engagement strategy & current system workflows to ensure maximum alignment and return on this strategic investment. We have a two-phased assessment offering. The Snapshot helps you quickly identify gaps and opportunities. As a follow-on, we provide a comprehensive analysis of the funnel and we work with your team to refine it.

Improve Your Digital Agility & Growth

Get Strategic Insights at the Intersection of Digital Strategy, Data and Demand

- ✓ Identifies Opportunities for Immediate Pipeline Impact
- ✓ New, Objective & Holistic Perspective for Growth Acceleration
- ✓ Recalibrate Your Sales Funnel for Measurable Results

SNAPSHOT

- 1. Highly Prescriptive Direction for Immediate Impact**
 - Identify and fill gaps, unlock bottlenecks, exploit opportunities for immediate pipeline impact
 - 3-4 day duration
- 2. Current-State Perspective**
 - Expert, best practices, objective and holistic assessment of the current processes
 - High-level documentation of go-to-market modus
- 3. Future-State Priorities**
 - Outlines 3-4 key priorities your team can focus on to further accelerate growth and scale
 - High-level Blueprint
- 4. Minimal Team Disruption**
 - 1-2 hours for 3-4 senior stakeholders
 - Collaborative approach – all about opportunities for acceleration
- 5. Actionable**
 - Easy to implement, measurable results

Comprehensive

Based on the findings in the Snapshot, the second phase is a more in-depth analysis of the pipeline including a holistic and objective perspective on strategy, tactics, analytics, and your complex martech environment. Effectively recalibrate your sales funnel and increase the volume, value & velocity of deal-flow. The project scope of this assessment is customized to fit your individual needs.

Make sure the deployment of your marketing automation system and campaigns are delivering optimum results. Before you make decisions about where to invest further in marketing programs, call Accelent Consulting and let the experts help evaluate your situation.

Accelent has helped hundreds of companies move from ideas to results – far faster than they could by leveraging internal resources alone. Companies like NetApp, Cisco, Salesforce, SAP/Ariba, Parker Hannifin, Ellie Mae, Dassault Systemes, Moody's, Liberty Medical, and many more have relied on Accelent to help drive marketing and sales results. To learn more about how we work with companies like yours, review our [Case Studies](#).

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