



On Demand

Services Menu

Sales

- Distribution Channel Segmentation
- Leveraging Product Categories
- New Product/Service Introductions
- Pricing Strategies
- Public Speaking
- Sales Force Creation/Motivation
- Sales Force Evaluation
- Sales Management
- Sales Meetings
- Sales Programs
- Sales Promotion Planning
- Sales Remuneration and COS
- Sales Strategies
- Sales Support Programs
- Simplifying the Selling Process
- Strategic Alliances
- Vendor Compliance (internal/external)

Marketing

- Budget Management
- Competitive Analysis
- Co-op Advertising Programs
- Existing Product Line Repositioning
- Licensing Management
- Marketing Promotions
- Marketing Research
- Media/Agency Selection
- New Product Development
- Product Line Extensions
- Product Mix
- Public Relations Planning
- Quantifying Marketing Budgets
- Strategic Marketing
- Tactical Marketing
- Trade Show Programs
- Wholesale/Retail Sales and Marketing

Management

- Celebrating Success
- Cohesive Team Approach
- Creating Sense of Urgency
- Environmental/Attitudinal FUN
- Individual Accountability
- Maximizing Individual Contributions
- Mentorship Programs
- Rewards Programs

Branding

- Brand Building
- Brand Equity (maximizing)
- Brand Launch
- Brand Perception (leveraging)
- Brand Planning
- Brand Revitalization
- Brand Strategies
- Co-branding

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www.CPMD.ca

bmoore@cpmd.ca

647.829.4261