

Omega Business Partners

Maximizing Your Shareholder Value

Delivering Sales Strategies that Work

Omega Business Partners offers a suite of Marketing and New Business Development Services designed to help you dramatically grow your revenue, open new markets, penetrate targeted prospects and improve customer retention. The Omega approach includes not only strategy but also field execution. The Omega team brings experience, structure and discipline to new business development.

Problem Analysis: Most deteriorating or stagnant revenue conditions are easily treatable if diagnosed in time and all are symptomatic of the absence of a risk based early warning system. Foundational to 'jump starting' or accelerating a revenue stream is to understand the underlying market and human components that are inhibiting success. Omega's executive team provides a multi-point problem analysis that will highlight the areas of weakness in your Sales and Marketing discipline and enable management to take preemptive action.

Benchmarking: Omega's experienced executive team provides comparisons of your key enterprise metrics and operating parameters against your national competition. Output reports provide relative data as to competitive pricing, strategy, and market positioning. Services include dashboard development for your operating environment and business/predictive analytics for the market at large. If desired, Omega can also set up and facilitate "experience sharing" meetings with enterprise peers.

Maximizing the Top Line Through

- ✓ **Problem Analysis**
- ✓ **Benchmarking**
- ✓ **Sales and Marketing Strategy Development**
- ✓ **Field Sales Execution**
- ✓ **Website Commerce**
- ✓ **Event Planning - PR and Awareness Initiatives**

Sales and Marketing Strategy: At the heart of successful new business development lies a sales and marketing strategy that optimizes your resources, market position and value proposition. Omega has the depth of experience to coach your management team in building a successful targeted marketing plan. Through collaborative effort, we will produce an effective decision making tool for the senior management team; easily monitored, and capable of orchestrating material growth. The objective is always to provide your executive officers the tools to make better decisions and monitor results.

Field Sales Execution: New Business Development is a core component to Omega's success. The Omega team averages over 20 years of experience in managing and closing new business.

The team specializes in field execution working side by side with your sales team to raise the 'calling' level to reach the "hard to get to" executive, resulting in completion of the full sales cycle and reaching your revenue objective.

Website Commerce: Whether the internet is used for product delivery, new business development or information dissemination; establishing a value based web marketing program is a must if a company wishes to seek competitive advantage. Omega has the expertise and the knowledge of emerging tools to make your web program a performing asset for new business development.

Event Planning, PR, and Awareness Initiatives: The soft side of new business development is often the most rewarding. Omega professionals have the expertise to make sure that your company becomes a recognized and accepted solution provider. Our team can position your company's subject matter experts as the first choice for counsel when a prospect is deciding on a solution for their business needs.

OMEGA BUSINESS PARTNERS www.omegabusinesspartners.com *Assisting businesses through industry best practices, executive leadership and applied technology to turn around unsatisfactory profit performance and increase market share.*