



Unique New Help Services for Marketers

Marketing Excellence HotlineSM

SM Marketing Hotline and Marketing Excellence Hotline are service marks of MarketAbility

What Marketing Tool to Use, How and When

You learned the marketing concept or tool, but when to use it?

You're unsure which tool to use to tackle the challenge you have?

You know which tool to use, but are unsure how to use it?

You need help to apply a marketing idea, concept or tool?

You'd like some impartial expert advice and support to solve a marketing challenge?

You'd like to discuss a specific marketing challenge or issue with an impartial, independent expert?

Now you can...Just call or email MarketAbility's Marketing Excellence Hotline

A new and unique service developed and offered by MarketAbility - **Marketing Excellence Hotline** support service, whereby we contract to offer ad hoc and scheduled marketing support to clients' marketers on any marketing issue, challenge or project where they need help, whether it be a quick 10-15 minute phone call for support on using a tool or answering a question or whether it be an intensive 10-hour project session either face-to-face or by video or email or telephone conference (or any combination of these) or any support in any time frame between 10 minutes and 10 days. Client is charged only for the time used to solve your challenge.

Marketing SWATSQUADSM

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Do you need additional (temporary) Marketing Resource or Expertise?

You have a critical project, but you do not have the resources to conduct the project?

You need additional resources short-term to support and complement your own resources on an important marketing project or program?

MarketAbility's new, unique **Marketing SWATSQUAD** can be deployed rapidly and for any period of time needed by client to tackle a specific marketing challenge or to support and work with your marketers to address a specific marketing challenge, perhaps where you are expertise and/or resource constrained.

All MarketAbility practitioners have extensive and longstanding marketing experience and expertise and are familiar with most state-of-the art marketing concepts, tools and techniques.

They are also well versed in key customer programs such as Customer Value Management, Key Account Management, Large Account Management and Value-Based Pricing.

To find out more about either of these services
Call: +41 79 423 1390 or Email: info@marketability.org

Practical Marketing for Value Growth

WE DO while others only talk

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MarketAbility
A PENTADIGM Practice



Please allow me to introduce MarketAbility, a marketing excellence and CVM practice, owned and operated out of Zürich, Switzerland by Phil Allen, with a network of expert marketing practitioners, serving clients around the world, who can:-

- **Add value to your business**
with marketing excellence and customer value management in strategy, process and culture
- **Deliver improved business performance**
through tailored customer-driven strategy development and implementation services to global and local clients in business-to-business markets
- **Impart advanced marketing and customer value skills to client**
through applied interactive workshops
- **Measure marketing effectiveness** with CVM Diagnostic

MarketAbility works with clients' business and marketing management on an individual basis through our mentoring programme or in teams working in interactive workshop style.

Clients praise MarketAbility for our results-oriented, down-to-earth approach to strategy development and implementation:-

"Very good balance between theory, example from other companies and practical exercises."

"I really appreciated your coaching/feedback and practical business examples."

"Well-structured, Well-organized, Practical. Considerable materials to use in everyday working life"

"The most practical training I have attended in years, excellent."

"New ideas, well explained and practically delivered."

"Phil does not think like everyone else and he got us to think differently and out of the box too."

"MarketAbility.....it's changed my job completely."

"This is a really customer related approach.....totally worthwhile"

"Systematic, very disciplined, high energy, strong communicators."

"MarketAbility....opened for me an awareness of things I had no awareness of before."

www.customer-value.org .
www.marketability.org

Tel: +41 1783 8777

www.pentadigm.com



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