

Pacifica Endeavors is dedicated to providing high-quality marketing and sales consulting services to small businesses and start-ups at affordable rates. We know how to save you money without sacrificing effectiveness. Our marketing programs get results, yet typically cost a fraction of what you would pay through other consulting firms.

Our consultants have a wealth of experience in a variety of industries. A background in companies with technical products and services allows us to quickly grasp technologies and complex subjects, and then identify effective marketing points and winning sales arguments. Here are some areas where we can help you:

Why you should consider outsourcing some – or all - of your marketing and sales activities to Pacifica Endeavors:

- ✓ We focus on helping small businesses and start-ups
- ✓ Our rates are less than those of other consulting firms
- ✓ We know how to achieve effective marketing and sales programs on a tight budget!
- ✓ Our consultants are seasoned professionals with many, many years of hands-on experience
- ✓ Technical backgrounds allows us to quickly grasp new technologies and complex offerings
- ✓ We tailor solutions to fit your needs
- ✓ We can help you avoid costly pitfalls
- ✓ Our experience can mean the difference between success and failure
- ✓ We allow you to focus on what you do best - running your business!

www.smallbizsmartmarketing.com

Strategic Activities – Advisement and Planning

- ✓ Strengths, weaknesses, opportunities and threats (SWOT) analysis
- ✓ Competitive analyses
- ✓ Pricing strategies and models
- ✓ Assistance in positioning technology for additional marketplaces
- ✓ Preparation of market requirements documents and market launch plans
- ✓ Research and recommend strategies for vertical markets
- ✓ Develop marketing and sales strategies or plans
- ✓ Identify requirements (and feasibility) to market to Federal, local and state governments
- ✓ Recommend product strategy and additional configurations to leverage compelling differentiators and expand marketability
- ✓ Assist in company strategy development and business planning

Product or Service Sales Programs

- ✓ Develop a successful distribution strategy and/or sales compensation plan
- ✓ Recruit and manage sales people
- ✓ Development and management of channel programs (VAR, OEM or Distributor)
- ✓ Sales and channel training
- ✓ Develop and implement partnering strategies to enhance and broaden product appeal
- ✓ Tradeshow management

Sales Aids

- ✓ Review and revision of existing data sheets to emphasize benefits and capabilities
- ✓ Development of new data sheets and brochures
- ✓ Preparation and management of printed and e-collateral materials
- ✓ Preparation of white papers and other technically-oriented materials for public or confidential consumption
- ✓ Preparation or updating of sales presentations (PowerPoint)
- ✓ Preparation of case studies and customer testimonials
- ✓ Preparation of configuration and pricing tools

Public Relations

- ✓ Preparation and placement of press releases
- ✓ Arrangement of analyst and editorial briefings, plus published interviews
- ✓ Preparation of articles and case studies for publication; arrangement of reprints

Proactive Lead Generation Programs

- ✓ Preparation and management of direct-mail campaigns
- ✓ Development and management of advertising campaigns
- ✓ Preparation and management of opt-in email newsletters
- ✓ Website preparation and maintenance
- ✓ Website analysis and enhancement for search engine optimization
- ✓ Developing and implementing effective Internet marketing programs
- ✓ Management of ecommerce implementation
- ✓ Recommended participation in tradeshows, symposiums, conferences and associated activities; management of these activities as well
- ✓ Recommend commercial prospecting databases
- ✓ Establishment of targeted telemarketing programs
- ✓ Preparation and management of regional and local seminars
- ✓ Special promotions into targeted markets

About Pacifica Endeavors

Pacifica Endeavors was founded in 2004 to leverage the extensive hands-on marketing and sales experience of individuals who have retired or else gone independent.

We are a "virtual" company with little overhead, which allows us to react quickly and economically to your needs. Our seasoned professionals can quickly assess your situation and recommend proven solutions that fit your budget.

Our Team

Pacifica Endeavors has strategic relationships with independent consultants who specialize in a variety of marketing and sales areas. These highly experienced individuals have already agreed to our discount rates. When necessary, we can quickly supplement our resources to satisfy the needs of your business.



Free Consultation Session

We begin each project by mutually defining your needs through a free consultation session. Then, Pacifica Endeavors develops a fixed-price proposal with a delivery schedule for your approval. With Pacifica Endeavors, you always know what you are getting and when it will be available.



Al Kernek
Principal Consultant

How do I get Started?

- ✓ Go to www.smallbizsmartmarketing.com/quote.htm to fill out an information form and we will contact you.
- ✓ Call us at (866) 284-4955
- ✓ Email us at info@smallbizsmartmarketing.com to get additional information or request a consultation.

Most small businesses and entrepreneurial start-ups are so busy trying to get a product out the door, handling daily issues, or caught up in existing contracts that they have little time for marketing, planning or to increase distribution. This becomes a vicious cycle that stymies growth. Our experienced marketing and sales consultants can help you launch programs and activities that will keep your sales pipeline full. Contact us today to discuss how we can contribute to your success.

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