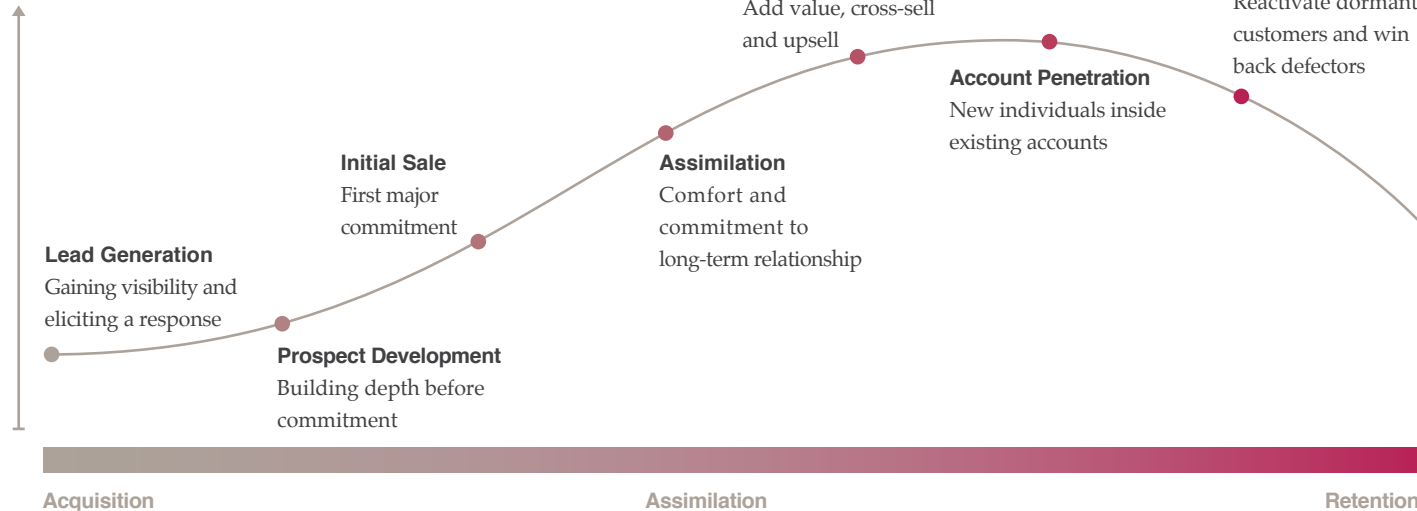


Customers are the lifeblood of every business. Understanding each step of the customer lifecycle can strengthen relationships and maximize lifetime customer value.

Customer Lifecycle



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Apexx Group is a marketing and sales consulting firm that focuses on the business-to-business marketplace with a special emphasis on helping clients profitably and sustainably grow their revenue base.

Diagnositics

- Customer buying behavior analysis
- Decile analysis
- Defection study
- Distributor audit
- SWOT analysis
- Marketing & sales potential evaluation
- Channel assessment

Business Objectives

- Business & venture capital planning
- Strategic planning
- Channel identification & selection
- Program design workshop
- Private label
- Acquisition cost planning & forecasting

Tactical Plan & Design

- Customer acquisition plan
- Go-to-market planning & design
- CRM strategy & design
- Product & service branding
- Customer contact planning
- Integrated account management & design

Tests

- Product & service concept testing
- Product & service adoption
- Customer & distribution partner scorecard
- Collateral & messaging performance testing
- Channel & segment evaluation

Implementation & Evaluation

- Inside sales, IAM & lead generation
- Venture capital search
- Sales funnel performance
- Sales effectiveness evaluation
- ROI
- Customer conversion rates
- Website development
 - CMS implementation
 - E-commerce facilitation
 - SEO

To learn what Apexx Group can do for your business, visit www.apexxgroup.com or call us at 414-316-2730