



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.

Diagnosics

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

Business Objectives

- Business and venture capital planning
- Strategic planning
- Channel identification & selection
- Program design workshop
- Private label

Tactical Plan & Design

- Customer acquisition plan
- Go-to-market planning & design
- CRM strategy & design
- Product & service branding
- Customer contact planning
- Integrated account management & design
- Website development
 - CMS implementation
 - E-commerce facilitation
 - SEO

Tests

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

Implementation & Evaluation

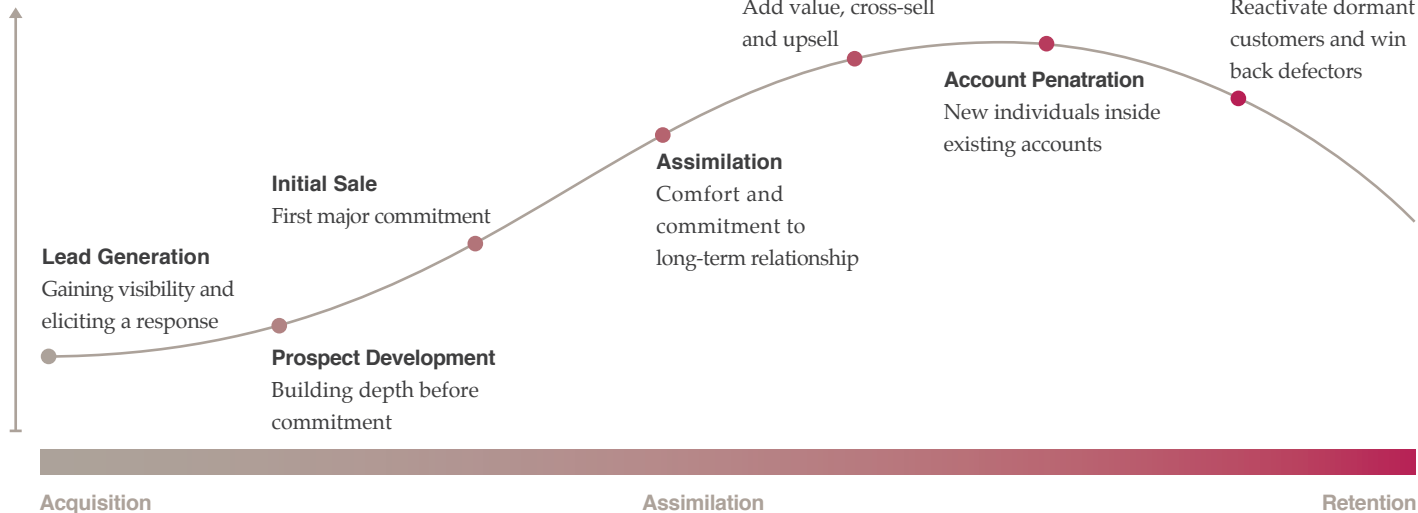
- Inside sales, IAM & lead generation
- Venture capital search
- Private label
- Sales funnel performance
- Sales effectiveness evaluation
- ROI
- Customer conversion rates
- Acquisition cost planning & forecasting

To learn what Apexx Group can do for your business, visit www.apexxgroup.com or call us at 414-475-2260

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



Customer Lifecycle



Milwaukee Office

6737 West Washington Street
Suite 1125
West Allis, Wisconsin 53214
414-475-2260
www.apexxgroup.com