

## Who We Are

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**We help companies turn customer experience into their biggest sales and brand differentiator.**

New Business Strategies is a customer experience and strategy consulting firm with more than three decades of experience and over 95 percent client satisfaction. Based in Silicon Valley, CA, and Fort Lauderdale, FL, we have a proven track record and the tools to help companies accelerate their growth and ROI rates as well as achieve higher customer loyalty rates. By packaging our hands-on experience, tools and methods for align Sales, Marketing and Service into our patent-pending Sellers' Compass™ Services. Our team has served clients across three continents including Oracle, Lithium, Warburg Pincus, Good Technology, and Great Place to Work Institute.

**"We're using the Sellers' Compass as a foundation to build our content strategy AND mix initiatives. This is really about understanding your customer, their needs, buying process and decision making that gets to an outcome. Without it we can only GUESS what that is."**

Director, Demand  
Lithium

### How Customers Are Changing

Customers have seized full control of how they make purchasing decisions and along the way established high expectations for vendors that want to earn and keep their business. While it is widely accepted that 75 percent of the purchase cycle is completed before vendors are ever contacted, the real opportunity lies in the fact only 3 percent of interactions that buyers have with vendors actually consistently meet the customer's expectations. Customers are constantly re-framing how they interact with you based on:

- ✓ how well you fit their evolving needs,
- ✓ their opinions on what you're selling, and
- ✓ how past interactions with you matched their expectations.

Vendors who understand, through the eyes of their customers, their expectations, needs and pre- as well as post-purchase journeys will grow. Those that do not will continue to struggle with sales and customer defection.

Becoming customer-led doesn't require big teams of big name consultants, multi-year projects or complex, time-consuming esoteric methodologies that are overwhelming, expensive, and are full of uncertainty. Our Sellers' Compass services are structured to be bite-size, fast time-to-value that deliver 40% higher marketing ROI, 30% more pipeline, and 100% increase in customer engagement.

**"The Sellers' Compass™ is so powerful, I have aligned my marketing, sales and support teams and processes to this approach to build more enduring and profitable customer relationships."**

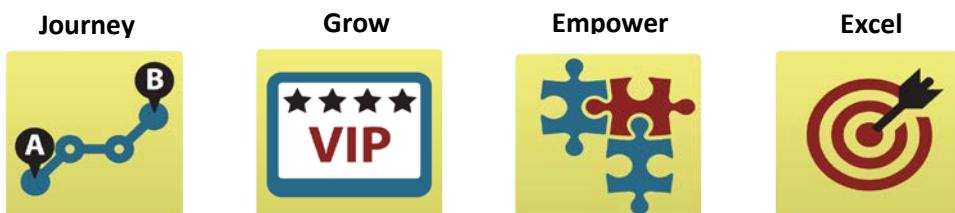
Chief Revenue Officer,  
Appcelerator

## Our Team

The New Business Strategies team has unmatched experience in strategy, customer experience, organizational alignment, change management, Marketing and Sales. Our team is staffed only with seasoned executives that bring deep domain, market, process and technology know-how along with a desire to 'roll up their sleeves' and an obsession for measurable results. From industry leaders, start-ups and high growth companies including SAP, Oracle, HP, Compaq, PriceWaterhouse, Ernst & Young, our team members are former chief marketing officers, vice presidents of sales, research directors, and vice presidents of marketing, customer success and product management.

## What We Do

New Business Strategies helps companies turn the customer experience they deliver into their biggest sales and brand differentiator. Our Sellers' Compass services layout practical and measurable paths to knowing your buyer, taking the guesswork out of how to market and sell to them as well as how to align your people, processes, technology to meet their expectations.



We train your team on our tools so they can successfully maintain and build on the results you've realized from engaging us. Our approach is to deliver meaningful results at each step as well as give you informed options to consider along the way. This increases project success, knowledge retention and enable us to deliver more than is expected, on time and on budget.

## New Business Strategies

415.309.7017

[www.newbizzs.com](http://www.newbizzs.com)

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## Proven Results

The results that the New Business Strategies team has delivered for our clients include:

- 100% increase in buyer engagement
- 40% increase in marketing ROI
- 30% increase in sales pipeline
- 20% increase in revenue

To learn more visit us at [www.newbizzs.com](http://www.newbizzs.com) or connect with us at +1 415.309.7017