

GIVE YOUR PROSPECTS A REASON TO DO BUSINESS WITH YOU

In today's crowded marketplace, it is becoming more and more difficult for businesses to stand out -- to differentiate themselves from their competitors.

Marketing and advertising budgets aimed at "busting through the clutter" often only serve to make the problem worse. In an effort to stand out, each competitor tries in vain to shout with the loudest voice that his or her business is superior. Headlines get bigger, commercials get louder and, more important, prospects begin to discount or ignore any claim made by any of the advertisers.

Napoleon Hill, the author of 'Think And Grow Rich,' and 'Law of Success,' was way ahead of his time back in the 1930s when he wrote, "It is as useless to try to sell a man something until you have first made him want to listen, as it would be to command the earth to stop rotating." We provide your business with all of the tools and advice you need to make your clients feel confident and comfortable doing business with you.

Customers and businesses are demanding more for their dollar today. We will implement a unique, integrated, comprehensive marketing plan to make prospects want to listen to what your company has to offer by presenting a compelling case for your product or service. Then it is communicated - - systematically and consistently - - in a way that is embraceable.

Harden & Associates provides strategic planning, marketing and sales solutions to get better results faster for your company. We would welcome the opportunity to visit with you regarding your company.

Harden links objectives to strategy, action, and accountability. Our team has been accelerating growth, increasing revenue, and strengthening communications for businesses ranging from start-ups to Fortune 500 firms for over 30 years.