

PROVEN BEST PRACTICES THAT GET RESULTS

Harden & Associates provides a full range of senior level strategic planning, marketing and sales solutions to increase profits by getting better results faster at ultimately a lower cost.

We help clarify your unique points of difference in the marketplace including where you could innovate in meaningful ways, and then help develop and implement strategies that align with your objectives, are profitable, brand consistent, and speak to prospects in ways they are most receptive.

WHEN TO CONSIDER USING OUTSOURCED SENIOR-LEVEL TALENT

- Improve the ROI on your marketing and sales investment dramatically.
- Positively impact your bottom-line by preventing further delays.
- Create fresh ideas that are essential to move your company to the next level - - we help create breakthroughs!
- Explore and resolve issues proactively before they become a crisis or a missed opportunity.

UNIQUE CAPABILITIES OF HARDEN

- We provide strategy development and execution expertise from a senior management perspective ensuring that all components support your business plan, are customer-centric, and are profitable.
- We integrate solutions throughout all customer touch points because we understand how a project impacts your entire organization - - marketing, sales, operations, finance, and technology.
- We utilize project management disciplines to deliver your project on time, on budget, providing financial and governance integrity
- We deliver quantifiable profitable results supported by proven best-practices and more than 30 years of experience.
- We work with your team to define, measure, and ensure that a tangible business benefit is realized and that results are sustainable.
- We provide ongoing facilitation services to meet with your management team on a regular basis to ensure that your marketing and sales goals are kept on target.

EXAMPLES OF MARKETING BEST PRACTICES

- Development of marketing strategies and tactics to accomplish your Company's vision and goals and align with your business plan.
- New product ideation, product development, strategy development, naming, branding, and implementation.
- Advertising and Public Relations that informs and educates.
- Provide low-risk information of what a prospect should know to feel comfortable buying what you sell.
- Strategic Messaging consistently mapped through all Customer Touch Points including managing the customer experience at all touch points.
- Determine the communication vehicles that will give you the best return on your marketing dollars.
- Coordinate activities between marketing and sales.
- Lead generation.
- Process reengineering and automation using Six Sigma, Baldrige quality standards, etc.
- Marketing collateral and communication management and distribution.
- Project Management.

EXAMPLES OF SALES BEST PRACTICES

- Develop sales strategies and tactics to accomplish your marketing goals and align with your business plan.
- Extend and expand relationships with top customers/prospects that align with what your company's biggest opportunity is in growing corporate customers.
- Equip your sales teams with the skills, capabilities and resources to get even better results, and move from product focus to a consultative approach winning you more business, bigger deals faster, higher margins with less competitive bidding.
- Provide a clear systematic roadmap for your company to capture more business in your targeted market segments.
- Provide a systematized, repeatable process.
- Sales process reengineering and automation using Six Sigma, Baldrige quality standards, etc.
- Project Management.

EXAMPLES OF STRATEGIC PLANNING BEST PRACTICES

- Ensure that the performance objectives of your company are met.
- Establishment of a clearly defined, quantifiable, accountable plan.
- Coaching of team members to meet critical dates, and to overcome unforeseen obstacles that inevitably are a part of any plan.

- Building a business plan for all functional areas that:
 - Focuses thinking and simplifies the planning process
 - Creates a document to help others understand your business
 - Helps grow sales and profits by addressing the right issues
 - Keeps staff focused on the right things
 - Helps raise capital and get a bank loan
 - Makes better managers out of your employees.
- Review and/or develop compensation plans that incent the right behavior to get the desired results.
- Monthly Measuring, Monitoring, and Modifying to accomplish your company's goals.

EXAMPLES OF QUANTIFIABLE REASULTS

- Reduced existing marketing costs of a major financial services provider by a third (\$1 million) while increasing revenue by 22%.
- Developed a strategy for a payroll services provider that increased revenue 68% over the previous year.
- Developed a plan to redeploy resources required after a 15% expense reduction (\$2 million) that resulted in 40% growth in high-potential business units.
- Located \$5 million as result of merger project.
- Stopped a \$7 million project because not cost justifiable, at a risk of our losing \$300,000 in billings.
- Seven years of extended contracts for one large Fortune 500 company.
- Managed 200-person projects over 6 business lines, 9 impacted systems, generating \$14 million in annual revenue.
- Completed project two months ahead of schedule, exceeded projected cost savings by 2.4 times, and realized \$2.1 million annual savings.
- Increased profits by 200% and revenue by 25% in one year at professional services firm.
- Introduced a more aggressive pricing strategy that resulted in \$1.5 million in additional revenue.

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.