



Issue: Revenue Acquisition Pressure

The challenge to meet revenue expectations has evolved to become the responsibility of coordinated Marketing and Sales departments. Atop these inherent obligations are changing buyer dynamics and the complexity of leveraging new technologies.



**Budgets Reduced
Forecasts Slashed
Headcount Reductions
Extended Sales Cycles**



Marketing 2.0: New Mindset, New Tools

In order for you to sell someone, they have to care enough to know who you are, know what you sell, and see some reason to buy what you sell. They also have to see the reason why they should buy what you sell from you since they can probably get something similar from someone else. That's the essence of marketing, but to achieve that customer advocacy nirvana takes a lot. It takes strategy, the use of tools and systems, and a completely new view of what marketing is today.

...Excerpt: The Shotgun Marriage of Sales and Marketing, Paul Greenberg CRM Magazine Feb. 2010 V.14 #2

Resolution: Optimize Revenue Generation

The Pedowitz Group delivers software and services specifically designed to create, manage, automate, and optimize Marketing and Sales efforts utilizing Marketing Automation, Customer Relationship Management, and Web 2.0 technologies. By aligning Sales and Marketing, our clients focus on more effective revenue generation techniques, build pipelines that result in revenue, and dramatically improve conversion rates. The impacts are tangible and quantifiable:



- » **Marketing Impact**
- » **Lead Generation**
- » **Lead Quality**
- » **Lead Management**
- » **Lead Scoring**
- » **Lead Nurturing**
- » **Marketing ROI**
- » **Revenue Impact**
- » **Sales Alerts**
- » **CRM Integration**
- » **Sales Productivity**
- » **Buyer Alignment**



Our Expertise Includes:

- » Aprimo
- » Brainshark
- » Eloqua
- » Genius
- » Marketo
- » Oracle
- » Salesforce.com
- » Strategy & Planning
- » Demand Generation Services
- » Business Process Analysis
- » Marketing Automation
- » Creative Services
- » Data Remediation
- » Reporting & Analytics
- » CRM Integration
- » Sales Empowerment
- » Social Demand Generation

Find out how you can join the growing list of Pedowitz Group clients that are now connecting marketing to revenue. Visit www.PedowitzGroup.com or call us today at 888-459-8622.

View of a SVP of Sales and Marketing...

“From the perspective of a sales and marketing executive, I think every person has a clear view of the end destination. What we really need is someone to help us make that journey and that’s what The Pedowitz Group provides.”

From a VP of Demand Creation...

“I chose what I believed then and found out to be the most outstanding implementation company I could have discovered, which was The Pedowitz Group.”

