

Achieve Better™



CRM & Marketing Strategy

Put your Client Relationship Management (CRM) and Marketing Automation software to work together to find, target, engage, and capture new business.



Marketing Automation

Find your customers where they already are. At Focus Ten Consulting, we design campaigns that get results.



Sales Coaching

Sales isn't easy - why go it alone? Focus Ten Consulting provides proven advice to business-to-business sellers that generates results.



Grow Faster Achieve Better™



Research indicates that successful mergers and acquisitions are more likely to succeed when the companies involved have a similar orientation. This orientation is based on the company's core values, its culture, and its business model. It is the foundation upon which the company builds its competitive advantage.

Firm Orientation

Organizational culture is the set of shared values, beliefs, and behaviors that shape the way an organization operates. It is the foundation upon which the company builds its competitive advantage. A strong organizational culture can help a company attract and retain top talent, improve productivity, and increase customer loyalty.

Is it Reconcilable?

The key to a successful merger or acquisition is to ensure that the two companies have compatible orientations. This means that the two companies should have similar values, cultures, and business models. If the orientations are not compatible, the merger or acquisition is more likely to fail.

Building Common Ground

Once a merger or acquisition has been completed, it is important to focus on building common ground between the two companies. This involves identifying shared values, goals, and objectives, and working together to achieve them. Building common ground can help to reduce conflict, improve communication, and increase productivity.

How Do We Get There?

There are several key factors that can help a company achieve its goals and objectives. These include having a clear vision and mission statement, setting realistic goals and objectives, and having a strong leadership team. It is also important to have a strong organizational culture and to invest in employee development.

Ready to Start?

Let us help you get started with your CRM strategy.

[Let us get started](#)

We've got a lot to say about CRM!

<p>Expanding to Single User Learn how to expand your CRM to a single user.</p>	<p>Can you use your existing CRM? Learn how to determine if your existing CRM is the right solution for you.</p>	<p>Customizing the Value of CRM Data Learn how to maximize the value of your CRM data.</p>
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Your message is your business.

While long and short, we know the competition is buying from the message they communicate to us. To never be outmaneuvered, competition for new customers in any industry is fierce. Competition for our attention is even fiercer. Marketing automation, when deployed properly, helps you cut through the noise.

At Focus Ten Consulting, we believe that marketing automation is one of the most important pieces in the marketer and owner's toolkit to allow marketers to maximize customer value from the acquisition through the customer lifecycle and reduce the cost of customer acquisition, and guide customers to conversion. It can help strengthen customer loyalty through targeted communication, messaging, the newsletter and so much more.

Marketing automation should be part of your sales and marketing strategy.

Marketing Automation Basics

		
Engage	Convert	Retain
The right content attracts the right potential customers. Your customers are interested in what you sell. To know they are because they buy it from you. The perfect gateway for marketers to attract is "the message" our customers about what we sell. Our marketing automation strategy can be the ultimate differentiator of a campaign.	Engaged visitors are paid - converted leads are sales. Qualified content leads are the best. We've all seen the unqualified lead in a marketing campaign. We know it's a bad lead. It's going, leaving, and it's affecting the marketing budget. Our marketing automation strategy can help you qualify and serve the right content.	Keeping in touch through thoughtful content with current customers is a strategy worth the investment. Your marketing can lead you to the heart of your customer's mind. Current customers are also a tremendous source of information. They're the best source of feedback you can get. They're the best source of information you can get. They're the best source of information you can get.

Launch with Ease
 Luckily, you can start simple and grow with marketing automation. You'll need a website, some content, a form, and a marketing automation platform. That's it. Focus Ten Consulting helps you choose the right platform, design, and run marketing automation systems.

Ready to Start?
 Great. We'll help you get a consultation email.

First Name:

Last Name:

Phone:

Message:

Let's Talk!

We're all ears!

We respond pretty quickly to inquiries. If it's urgent, you can always call us at 216.236.3836.

First Name

Last Name

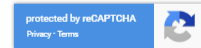
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Let's Talk!

