

## Fresh Edge Business Development Services

Fresh Edge can provide advice and counsel to help executives and boards of directors focus on what will “move the dot.” We can

- Conduct market analysis on your behalf to find new business opportunities or determine how to optimize existing ones.
- Help you develop your ideas and evaluate their potential.
- Examine your current processes and recommend improvements.
- Take cost out of the system to increase profit or divert money to other areas of your business, such as expanding your marketing budget.
- Help address issues associated with organizational structure, compensation and funding.
- Raise visibility for your executives and prepare them for public speaking roles.
- Make connections with key legislators, or lobby on your behalf.
- Help design and execute effective sales and marketing strategies, revamp and optimize your portfolio, or implement lifecycle management.
- Improve your sales operations with effective sales territory design and pipeline management.
- Advise on how to better manage your marketing resources, integrate your campaigns, improve your customer response management and enhance your "go-to-market" planning.

### About Fresh Edge

**Fresh Edge** is a consortium of successful and experienced professionals who work together to develop and execute marketing, public relations and communications strategies, programs and analysis for large and small clients across a range of industries. We have years of experience in corporate, private, government and education sectors and in energy, IT, public transportation and healthcare businesses.

Fresh Edge was founded by people who believe that trust and integrity still count in business and in life. We've assembled a team of experts that we trust to be exemplary in their skills and attitude, and that enjoy working hard and collaboratively.

Client work is not a training opportunity, so your project will be done by the professionals you meet and contract with, not staff behind the scenes. We don't just supervise the project – we roll up our sleeves and get it done.

Fresh Edge will offer you fresh perspectives on your project from people with knowledge and experience in breaking new ground. We've tried it all...and we know what works, and what is hype.

You pay only for the skills and resources you need. There's no overhead that's not committed to your project; no costly office space, marketing campaigns, or energy spent drumming up new business.