

**Insight Consulting can help you increase sales to existing customers and attract new customers.**

**We contribute our marketing and business skills, results orientation, and the value of an "insightful outsider" view of your business.**

**Our quality business consulting services provide you with a complete range of assistance: research, business analysis, recommendations, and implementation.**

**At Insight Consulting, we maximize the strategic and tactical return on your marketing dollar.**

### **Why Insight Consulting?**

#### **Customization**

- We provide extensive marketing support tailored to the individual needs of your small (up to five hundred employee) business
- We avoid bureaucracy and high overhead costs to provide you the quality consulting services you may have thought only large businesses could afford

#### **Expertise**

- We use our technology skills and expertise to evaluate complex issues
- We assess where your company is today and what is happening in your industry
- We help you grow your business by developing objectives and plans to achieve your goals
- We analyze issues and recommend the course of action
- We apply our business experience to provide a fresh perspective to your business challenges

#### **Results**

- We develop revenue generating and expense control tactics
- We use efficient and effective processes to obtain your desired results
- We ensure appropriate metrics are in place to validate the impact of actions taken
- We modularize our recommendations so that you can implement according to your timeline

*Contact Insight Consulting for a complimentary consultation to learn how we can help your business grow.*

Visit our website at:  
[www.insightactionimpact.com](http://www.insightactionimpact.com)

Contact us at:  
[info@insightactionimpact.com](mailto:info@insightactionimpact.com)  
or

Jean Woods - Indianapolis (317) 578-8623  
Peggy Morrow - Chicago area (847) 252-7445



## **Blueprints for Business Success**

**Insight. Action. Impact.**

# SUCCESSFULLY EXPAND YOUR BUSINESS

## Are you looking for effective ways to reach more customers and increase sales?

**Insight Consulting** creates your web site, brochures, press releases, newsletters, direct mail campaigns, and other marketing materials. We focus on how customers benefit from choosing your products and services and we use innovative techniques for sparking the reader's interest. We understand your business objectives and design marketing communications that generate business leads.



## Do you know the "sweet spots" of the market where you can sell more of your products and services?

**Insight Consulting** provides answers to these questions and more: What are the trends and opportunities in your industry? What are your competitors up to? How is new technology impacting your business? What geographies are most attractive to your business? What criteria do your customers use to make their buying decision? Using industry research, conversations with your competitors, interviews with your customers, and our business knowledge, we develop marketing plans that offer fresh insights to your market opportunities, target your marketing strategy and message, provide specific recommendations for action, and maximize your opportunities for new sales.

## Are you seeking financing to expand your business or a blueprint for operations?

**Insight Consulting** provides comprehensive business plans including industry and market analysis, marketing strategy, operations, and financials. We analyze market size, growth rates, technological advances, and emerging trends to shape and validate your plans. We develop your marketing strategy which includes your mission statement, marketing message, customer segmentation, distribution channels, sales plans, pricing strategies, and advertising plans. The business plan then demonstrates how to operate to achieve your objectives by describing your management structure, operations, timeline, and financials. Our written, credible, and thorough business plans provide a persuasive tool when seeking funding and a valuable guide for running your business.



## Do you need an objective assessment of all or part of your sales and marketing operations?

**Insight Consulting** provides an objective assessment, or "insightful outsider", view of your business. Are your sales down? Are the techniques you have been using not delivering the same results? Do you need a fresh look at your industry and market? Revitalize your sales and marketing strategy by asking us to focus on a specific area or to provide an overall assessment of your current techniques. We will develop an action plan that will have a measurable impact on business results and we will help you with implementation.