

# marketing consultancy

Using consultancy as an option allows the organisation to utilise an expert resource to help define the issues, develop a solution and to implement any necessary changes.

Typical consultancy assignments include:

**Customer Research & Competitive Benchmarking**

**Marketing & Sales Organisational Reviews**

**Customer Strategy**

**New Product Development**

**Organisational Change**

A consultancy assignment usually follows the following stages

- 1 Identifying the issues*
- 2 Identifying causes and reasons*
- 3 Developing options / Selecting options*
- 4 Developing action plans and strategies*
- 5 Communicating new ways of working*
- 6 Implementing the changes*

consultancy skills

**For more details of our consultancy and training support**

call us direct on 01235 770791  
or fax us on 01235 766701  
visit our web site at [www.a-t.co.uk](http://www.a-t.co.uk)  
Email us at [training@a-t.co.uk](mailto:training@a-t.co.uk)