

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

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