

Saklad Consultants



Apply the power of
thinking strategically

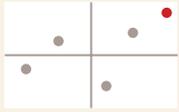
CRACK THE CODE TO PROFITABLE GROWTH

EVEN IN HARD TIMES

My business helps companies grow profitably
in challenging environments by focusing their
strategies on answering better than competitors the
defining question every customer asks: “Why you?”

– MICHAEL SAKLAD

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Finding and keeping customers at a profit is harder than ever in today's world of demanding buyers, tight budgets and fierce competition.

DESPITE THESE CHALLENGES, your company can achieve lasting, profitable growth using strategies we develop and tailor to your specific goals and capabilities, or coach you in developing.

Applying these powerful strategies enables your products and services to stand out consistently from the competition in customers' minds, gain their favor and get their orders.

Proven during 20 plus years of marketing complex offerings to hard-nosed decision makers, **THE SAKLAD METHOD** for creating growth strategies identifies the most promising opportunities for your business, and helps you act on them at the lowest risk.

It does so by analyzing how customers view their needs, your strengths and your competitors'

weaknesses; and by locating the point where these key factors in the strategy equation intersect in their minds.

It then uses this understanding to develop market, differentiation and product strategies that act at this critical point and convert your edge into customer preference.

Now when prospective buyers ask the defining question "Why you?" your company can win their business profitably by having both the offerings they want and an advantage they will act on in your favor over competitors.

So like other successful organizations, put our skills and experience to work to outsmart your competitors, conquer new markets and achieve profitable growth today and tomorrow.

“ We applied Saklad Consultants' market analysis and strategy recommendations with exceptional results in our highly competitive business environment: 270% growth in sales in a market expanding at just 15-20%, and a revenue stream of over \$1 billion, all in under 12 months. We got our ROI from Saklad's work in the first day of sales! ”

– ROB WAIT, HP WORLDWIDE MARKETING MANAGER



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TOUGH QUESTIONS WE HELP MANAGEMENT ANSWER

- ❑ Which market segments will give us the strongest, most profitable growth at the lowest risk? Which ones should we exit?
- ❑ How can we identify growth engines we may have overlooked?
- ❑ We've always been the market leader. But new competitors are closing in and grabbing customers away from us. What should we do?
- ❑ Some customers choose technologically inferior products over ours at the same price points. What can we do about it?
- ❑ How can we compete successfully for customers' orders without discounting our offerings heavily?
- ❑ We base most strategy decisions on assumptions about our markets and customers, yet too often we crash and burn. How can we get it right the first time?
- ❑ Finance and the business units often clash over strategic priorities. How do we get them on the same page?
- ❑ Engineers drive too many decisions around here. How can we convince them that customer needs count as much as bells and whistles?
- ❑ How can we make sure our brand and product differentiation clearly distinguish us from competitors and give us an advantage in customers' minds?
- ❑ No one can agree on how to segment our markets: By company revenue, number of employees, industry, geography, customer needs, benefits? How should we decide?



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WHAT SETS US APART

STRATEGY ADVISOR AND PLANNER
Michael Saklad helps senior managers and their companies achieve lasting, profitable growth in highly competitive environments.

He does so using a disciplined process to create strategies that focus critical competencies, resources and people on the markets and opportunities that offer the greatest likelihood for success at the lowest risk.

Known as THE SAKLAD METHOD, this process succeeds by being grounded in long years of observing, analyzing and applying how corporate buyers think, feel and act when comparing often complex offerings from competing vendors, and then purchasing them.

Clients say strengths that set Saklad Consultants apart from other strategy firms include:

- A synthetic view of the process for creating successful strategies, and the skills needed to make all the elements work in sync

- Hearing and heeding the customer imperative at every step in building, aligning and implementing strategies
- Deep familiarity with the buying process in customer organizations
- Keen understanding of the growth-stifling divide that separates many vendors selling technology offerings from customers wanting to buy business benefits, and knowing how to bridge that gap
- A focus on answering “Why you?”
- Actionable strategies tailored to clients’ needs, not boilerplate reports that sit unused on shelves
- Insight per dollar spent an order of magnitude greater than from the big consulting firms
- Work that is “built on rock”

Ultimately, says one client, “Michael’s strengths lie not just in the art of asking fundamental questions, but equally in the science of finding answers that make a difference.”

To learn how we can help your business grow profitably, write to us at info@saklad.com.