



BUSINESS  
CONSULTING

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## Better Product and Service positioning through holistic strategies for Marketing, Sales, Customer Service, and Business Development

**DA Yates** is focused on enhancing the client's sales momentum and long-term growth by serving as a trusted advisor and hands-on extension of your Marketing, Sales, Customer Support, and Business Development teams. We focus on providing clients strategies that help them to position their products, services, and the company's image, insuring that they match the requirements of the targeted markets.

**Our Approach** begins with an understanding of the client's needs and a clear definition of the objectives. Utilizing time tested management techniques, we develop a plan the clearly states the goals, the team, scope-of-work, and a schedule that deliver winning results. We become your virtual team, communicating often and working closely with you throughout the life of the project.

At DA Yates, our solutions combine our strategic thinking with hands-on experience and tactical execution to provide winning results. With extensive background in the High Tech and Telecommunications industries, we have developed strategies that targeted Service Provider, Enterprise, and Small-to-Medium sized business markets and segments for both **Established and Emerging companies.**

DA Yates

A Business Consulting Company

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## SERVICES

We develop a holistic view of your organization which results in winning solutions and strategies for your Marketing, Sales, Customer Support, and Business Development teams. Utilizing time tested management techniques; we analyze the target market, defining the market's requirements for the product and service, assess the competition, then define the strategies and execution schedule for success.

Each project is customized to fit the client's needs and objectives, the market or segment targeted, and the goals. DA Yates is focused on enhancing the client's sales momentum and long-term growth by serving as a trusted advisor and hands-on extension of your Marketing, Sales, Customer Support, and Business Development teams.



## EMPHASIS:

- Product and Service Positioning
- New Product Introduction
- Market Analysis
- Competitive Analysis
- Marketing, Sales, Customer Support, and Business Development Strategies
- Interim Staffing

## BUSINESS-PRODUCT-SERVICE STRATEGY:

