



ALTITUDE

“Throughout the project, I always felt like we were treated as a priority. I know we weren’t the only customer Altitude was working with but their ability to focus on our needs and meet our deadlines made it feel like we were.”

SCOTT GROVE
DIRECTOR OF SALES OPERATIONS
EGENCIA, AN EXPEDIA, INC.
COMPANY

**Contact us today
to discuss what
Altitude can do for
your company**

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(613) 729-9053

Maximizing Relationships to Deliver Results

At Altitude, we believe that every marketing initiative should serve to increase the value of your critical relationships with prospects, customers and partners.

- **Prospects** want to make smart, informed purchasing decisions about your company.
- **Customers** want to take full advantage of your solutions to achieve their goals
- **Partners** can increase your company’s value to both prospects and customers

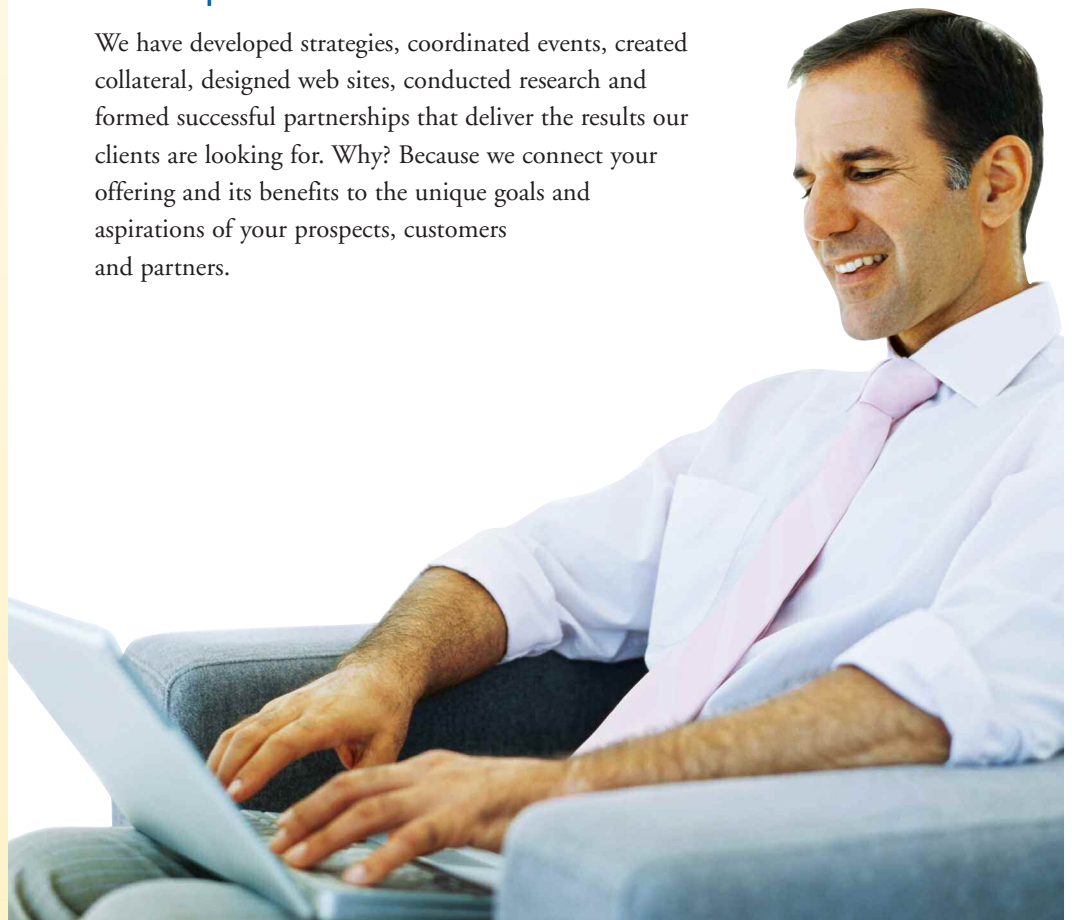
We help companies like yours to achieve their sales and retention goals, by maximizing their returns from these essential relationships.

Our Approach

We invest the time required to understand your business, your value proposition, and your marketing needs before initiating a project. Then we focus on your target market – their perspectives, experiences, and definitions of success – to ensure every initiative meets its objectives.

Our Experience

We have developed strategies, coordinated events, created collateral, designed web sites, conducted research and formed successful partnerships that deliver the results our clients are looking for. Why? Because we connect your offering and its benefits to the unique goals and aspirations of your prospects, customers and partners.





Our Mission

To maximize the value of our clients' prospect, customer and partner relationships

Pursue Effective Acquisition and Retention Strategies

Customer Acquisition

What are your target customers trying to achieve? How does your company's product, service or solution help them succeed, better than your competition?

We will work with you to define a marketing strategy that maps your value proposition directly to their definition of success.

Retention Strategy

Are customers achieving more than they expected with your solution, eliminating the need to look elsewhere? Is your revenue per customer as high as it could be? We will create and execute a retention strategy designed to share best practices, improve customer results and meet your customer retention goals.

Inform, Educate and Inspire Your Prospects

Effective Marketing Communications

Learning about your company's solution should be interesting and relevant, not hard work. At Altitude, we believe every marketing communication should:

- **Inform** prospects about the value of your solution
- **Educate** them how they can achieve success
- **Inspire** them to take action

Leading technology and service companies have relied on the marketing communications we have created to create millions of dollars worth of new opportunities and sales.

Our goal is simple: To market your product or service in such a way that prospects see purchasing your solution as a key step in their path to success.



Our Services Include:

- Web Content and Design
- Product and Service Collateral
- Industry-specific Solution Briefs
- White Papers
- Informational webinars
- Sales Presentations
- Sales Proposals
- Press Kits
- Case Studies
- Video Interviews
- 'How To' Guides
- Live Customer-Prospect Events

Let Your Best Customers Sell for You

Success Marketing

Give your best customers the opportunity and they will make powerful selling statements about your company and its value to them. Statements that will carry more weight with prospects than anything your internal salespeople can offer.

We know how to capture customer enthusiasm and experiences to show prospects that your company will deliver the results they are looking for.

Our turnkey process includes:

- **Success Strategy Design:** Identify the key messages and objectives to maximize your ROI
- **Customer Recruitment:** Engage the optimal mix of customers
- **Marketing Execution:** Share their successes with your target audience

We have helped B2B companies execute customer success initiatives that close new business, share best practices, and generate new Customer Advocates willing to tell their stories. We can do the same for your company.



Accelerate the engine of Customer Success at your company.

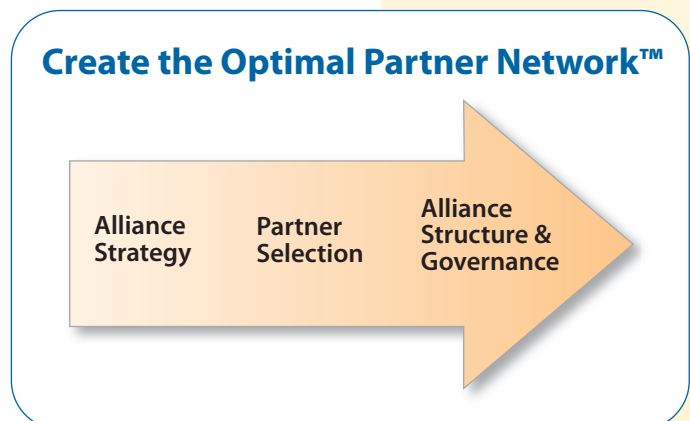
Increase Alliance Sales and Revenue

Alliance Consulting

Develop your company's Optimal Partner Network™ to increase your value to customers, deliver new sales, and improve retention. Leverage our alliance expertise to combine:

- **The Right Strategy:** Pursue an innovative alliance strategy that enables you to exceed your prospects' high expectations and achieve a competitive advantage
- **The Right Partners:** Put your strategy into action with the partners who meet your unique requirements
- **The Right Relationships:** Structure your partnerships effectively to achieve each and every alliance objective

We will create a high revenue-generating network that your executives, employees and partners will fully support. We have developed alliances with leading companies such as American Airlines, Expedia and GE Financial and can apply our expertise to your company's alliance efforts.



Maximize your company's value to prospects and customers with the Optimal Partner Network.



You have large sales and retention goals that, if achieved, will firmly put your company on the path towards incredible growth.

At Altitude, we have the passion for B2B marketing and maximizing the value of your critical relationships that is required to help you succeed.

Contact us today and let's get started.

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