

HIGH TECHNOLOGY SALES & MARKETING



In the rapidly changing world of high tech products and services, seldom can a company afford to take its eye off such dynamics as:

- Global market demand
- Competitor pricing and new offerings
- Emerging technologies
- Mergers & acquisitions
- Capital market trends



Success in this rapid-fire industry depends not only on good products and services, but capable sales strategies and marketing plans that differentiate your offerings by:

1. Choosing best industries, geographies, and sales channels
2. Comprehending the key drivers of customer buying behaviors
3. Grouping customers into market segments with similar needs
4. Developing compelling value propositions that match each client's unique requirements

It sounds simple, but you know that it is not. That is why it sometimes helps to get assistance from someone that has experience in areas such as:

- Objectively evaluating current sales performance and identifying strengths and weaknesses
- Bringing a structured approach to identifying future direction of target markets for each offering
- Enabling fact-based decisions rather than emotional debates over "sacred cows"
- Piloting new value propositions with customers who are willing to help you succeed



Charley Kiser, President & CEO of C. H. Kiser & Company, has helped clients face these kinds of challenges before. Over the last three decades he provided leadership and advice to commercial, governmental, and non-profit organizations around the world.

At HP Charley managed executive relationships and IT services for major clients facing industry transformation, market expansion, business start-up, and turn-around challenges. Earlier he led the development of EDS' global service excellence program for large outsourcing arrangements. And in its formative years Charley was Chairman of the PULSE financial network supporting ATM and debit card services for major banks throughout the Southwestern US.

In 2010 Mr. Kiser launched C. H. Kiser & Company, a management consultancy specializing in business and technology strategies that drive extraordinary results. C. H. Kiser & Company is now offering its expertise to health care industry organizations facing the challenges of 2013 and beyond.

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