# **Target Prospects One-Pager**

This is a sample of a one-pager. Clearly defining who you serve is one of the most useful (and simple) marketing things you can do.

**OUR TARGET PROSPECTS**

**Target Prospects**

Executives and owners in high-tech growth businesses in southwest PA.

**Signs of Need for Our Services**

• Frustration

• Disorganization

• Constant firefighting

• Worries about sales

• Lack of teamwork

• Motivational/morale problems

• Stress

• High turnover

• Burnout

• Customer complaints

**Target Sectors**

We serve all sectors but feel that the following have a higher likelihood of being qualified

1. High-technology companies, such as Marconi, Maya Designs, iGate companies (eJiva, emplifi, etc.) Be Free and Janus

2. Family-owned businesses, such as Hefren Tillotson, Hanlon electric, Biondi Motors, Sargent Electric, etc.

**Our Value Proposition**

We help companies develop the management systems and leadership skills necessary to support their growth and longevity.

**Specific Services**

• Strategic Planning

• Sales and Marketing

• Leadership and Organizational Development

• Process Optimization

• Human Resource Systems

• Team building