

The APC Group

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"Coaching & Consulting " Program For Small Business

What is Coaching? *Coaching is a relationship that empowers the client to reach his or her goals.*

What is Consulting? *Consulting is the application of expertise to solve your problems.*

Assistance in Focusing and Defining your Vision, 360 Degree Feedback, Creative Brainstorming, Strategy/Tactics, Accountability and Customized Solutions.

Coaching and Consulting are the tools you need to surge ahead to success. This service is delivered through weekly phone, fax, voice mail and e-mail. It's a cost-effective way to define and achieve your goals.

Coaching and Consulting with The APC Group is focused in the following areas:

Strategic Intent and Strategic Planning – The goal is to help you shape your organization to become the organization of your hopes and dreams. Our facilitators help you plan your strategic options into today's do-able objectives. This includes everything you need to manage, grow and improve your organization. The creation, implementation and evaluation of Strategies, Systems, Processes, Procedures, Techniques and Tools.

Strategic Intent Programs – We help you identify and implement: What you want and are willing to make happen. Where that will take you. The implications of change. When to act and how it will work best for your organization.

New Vision/Business Development - Central to organizational success are answers to the questions, "What new and profitable products and services can we sell?". "How can we create and distribute these products and services?" " Will these products and services be profitable?" Using unique process logic approaches, coupled with solid market research, you get to the best answers for your organization -- answers you can use now.

Innovation programs – We help you see potential for growth (new product, new market, new view), determine what resources you need to make it happen and give you the project management tools to manage the processes.

Technology Resource Programs – We help you leverage technology and the internet to reach a critical mass that maximizes the return on your investment.

Marketing Strategy Analysis, Recommendation and Implementation - Based on your Strategic Plan. We perform an analysis of your Marketing Strategy. We make recommendations including strategy, tactics, tools, procedures and processes. We assist you in the implementation of that marketing strategy with an emphasis on all aspects of Internet marketing in combination with traditional media.

Strategic Marketing Programs – We help you develop a strategic marketing plan for your business.

Customer Relationship Management – Taking customer service one step better, you can make your client/customer relationship stronger, increase life-time customer value and generate mutual profitability. We show you how.

Customer Development/Retention programs – We help you look at Customer Relationship Management strategically, cut through the clutter and implement programs suited to your organization.