



**The Sextant Company** is a business development firm, dedicated to helping organizations reach the next level. We address three critical areas for growth; Strategic Business Planning, Brand Building and Sales Process. Simply stated, we focus on driving profitable top-line growth by solving sales and marketing problems. Assisting a wide range of clients, we take a participative approach to identify gaps and develop realistic solutions that can be delivered within the appropriate budget. What makes us unique is that once the strategy has been identified, we remain engaged and regularly provide "hands-on" implementation to ensure the results are achieved.

## Areas of Focus:

### Strategy Development

- Strategic Business and Marketing Plans
- Channel Strategies
- Key Account Planning

### Brand Building

- New Product Development and Launch
- Advertising, Promotion, Public Relations and Web Development
- Customer Acquisition and Retention
- Meetings and Events

### Sales Process Optimization

- Value Based Selling Methodology
- Customized and Repeatable Sales Process

## Core Values:

1. The Sextant Company will only act in the client's best interest.
2. Our goal is to develop long term relationships to improve the Client's condition.
3. Personal and professional integrity are fundamental to how we do business.

As a Professional Member of the IMC USA, we adhere to the Institute of Management Consultants USA Code of Ethics

## Industries and Clients Served:

**Consumer Products** – McCormick, Kraft, 7UP, Ralston Purina, Eveready, Kernel Seasons

**Technology** – Motorola, Verizon Wireless

**Professional Services** – Vermillion Consulting, Teen Mother Choices, General Search & Recruiting, Sylvan Learning Center, Westlake Christian Academy

**Manufacturing & Construction** – Tooling & Manufacturing Association, Prime Coat Coating Systems, Security Locknut

**Healthcare** – PainCare America, TMA - Medical Collaboration

## Proud Members of:



*The Sextant Company*

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