

# Innovation, Strategy, and Growth

## How confident are you in your sales forecasts?

Meet ISG Associates. We are growth strategist working for you to implement systems and processes in your marketing funnel and sales operations.



James Martin is a growth executive focused on critical systems and processes that drive revenue. A key player in elevating and scaling businesses as a member of the executive team; delivering fractional c-suite services to champion collaboration and consistency across all operational areas.

## What We Do

I triage and diagnose key issues that impact success or failure; recommend solutions for engaging and developing customers, create and manage new systems and processes, and coach teams particularly in sales and marketing.

- Ensure the digital marketing strategy is being executed across all digital media channels from concept to launch.
- Design, implement and manage sales operations and pipeline stages.
- Audit and refine customer engagement and communication channels.
- Interview customers to identify new business opportunities, gather testimonials, and capture referrals.

# How We Help

Assist leadership with execution	Standup and lead sales operations
Triage and diagnose key issues in sales and marketing	Improve confidence in sales forecasting
Identify key performance metrics	Launch a new product or service
Optimize digital marketing tactics and budgets	Implement pipeline and customer engagement systems

## Next Steps

Typical assignments start at around \$3,000/month. Call or email to schedule a time for us to meet. We will work through a short checklist and discuss your plans and objectives. I'll do a preliminary review of your sales and marketing processes and make some suggestions on what I can do to help.

I look forward to being part of your team!