

Maximize Markets

Control Sales



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THE DIFFERENCE IS
NIGHT AND DAY



What produces the most sales leads for your enterprise? Advertising? Direct Mail? Internet? Networking? Referrals? Newsletters? Seminars? Telemarketing? Volunteering? Tradeshows?

Which sales headlines work best in your target markets? What motivates their decision to buy? How do you measure all of this, while closing new business and servicing your existing accounts? Lead from a position of exceptional strength. It's that simple!

Capture more attention with powerful marketing communications. Pull sales prospects in with compelling statements of your unique value. Hold their attention with the answers to the seven critical questions your prospects are listening for.

Empower your team with the Sales Management Technology that can maximize markets and drive new business. More prospects will tune in, and more customers will respond with repeat orders!

Practice CBA's Five Steps Of The Sale and win more new business. Track leads straight through to closing the sale with easy-to-use life-cycle management tools. Rapidly pinpoint the sources of your best leads. Rank the sales presentations and promotions that close the most business.

CBA can solve your sales objective with powerful tools. You will receive:

- ◆ Operating Procedures—Manuals that explain what to implement and how to put it in place.
- ◆ Programmable Spreadsheets that calculate and track results.
- ◆ Document Templates for creating powerful marketing communications.

We are always there. Call for training and suggestions for using the tools in the way that works best for your enterprise.

We are pro-active. We will follow up with our analysis of your trends and our recommendations as often as you wish.

Call or contact Chesapeake Bay Associates today for details on how to get started!

Or, visit us online: <http://www.cbay-online.net>.



1. Strategic Advantages

2. Target Markets

3. Lead Generation System

4. Sales Skills

5. Sales Life Cycle Management