

OUR PORTFOLIO OF SERVICES



About Northpoint Advisors, LLC

Since 1995, Northpoint Advisors has been successfully helping small, medium-sized, and large companies to identify new revenue sources. Northpoint's hands-on experience in successfully executing new business models and strategies gets results. But the firm's emphasis is not just on coming up with plans and strategies, but actually overseeing the implementation.

NORTHPOINT
ADVISORS

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The following is a list of key services we provide. Match our suite of offerings to your specific needs.

Sales Programs

- Initiate revenue growth, quickly and effectively
- Help build productive sales forces and channels
- Create/revise sales processes to provide predictable results
- Inaugurate disciplines for recruitment and selection of sales staff
- Plan and execute major account closings
- Create and execute key accounts programs
- Develop territory planning and sales compensation

Marketing Actions

- Assess marketing mix and key variables to leverage
- Assess sales and marketing channels/sales forces
- Research and assess competition
- Create pricing and positioning tactics/strategies
- Create ways that make products easier to sell
- Discover ways to create recurring revenue streams
- Determine how to tap into market potential
- Implement and manage market attack plans (MAPS)
- Develop tools to build better awareness and consideration of your company/products/services

Business Diagnosis & Assessment

- Assess effective alignment between R&D, Go to Market approaches vs. current and historical revenue performance
- Identify key actions that support immediate and long term growth
- Plan where and how to invest in growth

Strategy Development

- Provide critical success factors for business development
- Develop long range planning
- Create new partnerships and alliances
- Develop justification, support, and implementation of acquisitions and divestitures
- Launch programs that improve profits

Implementation Teams and Support

- Provide project management services
- Prepare periodic reviews
- Provide various resources to ensure that goals are met

Contacts and Access to Specialized Support

- Provide access to banking, venture capital, training, advertising, market research, government, and other business resources

After a brief, no-charge assessment we can determine the best course of action for you and your organization.