



Market Value Partners

Providing Integrated Strategic and Marketing Services

Market Value Partners utilizes proven consulting methodologies to provide integrated services that enable companies to successfully meet their strategic objectives and to profitably identify, market, and grow their product and/or service businesses.

Services Offered

Market Value Partners offers a number of services including:

- ❑ *Growth Strategies and Positioning.* Identify new businesses or markets for incremental revenue, develop effective company positioning, and create the strategies and deliverables that enable profitable growth.
- ❑ *Go to Market Strategies and Execution.* Define the whole solution, determine and develop channels, plan and orchestrate product validation and launches.
- ❑ *Outsourced Marketing.* Flexibly provide resources to develop innovative messaging, branding, collateral, programs, and sales tools that build awareness, demand, channel effectiveness, and customer retention.

Results You Can Expect

The Market Value Partners team draws upon its many years of industry experience and its proprietary Market Value Process methodology to uniquely provide the guidance and deliverables that you need to meet your company's objectives. MVP provides a significant and rapid ROI because it assists clients in increasing revenues, capturing market share, driving increased profitability, and improving customer satisfaction. MVP works collaboratively within your company so that your staff endorses the plans and can realistically implement them.

MVP offers you the benefit of providing immediate, flexible and scalable expertise, alleviating the need to hire a large staff to accomplish the same work. Additionally, MVP can save considerable opportunity costs by providing an "insurance policy" against proceeding down wrong and costly courses of action.

Why Choose Market Value Partners?

Most consulting firms tend to provide strategic advice or specific, tactical plans. Few provide an integrated offering based on a foundation of a methodology proven by both research and empirical studies. MVP focuses on quickly and consistently adding value where your company needs it, so that it can successfully achieve its objectives.