

# E-news

## February 2015 Marketing Services Special

### US2U Consulting team grows ... in more ways than one!

Always looking for new and exciting ways to help their clients, US2U Consulting has now been joined by sales and marketing services specialist John Miller.



John, a former senior manager at Aviva plc brings a wealth of business experience and a range of new services that means US2U Consulting is even more perfectly placed to meet the needs of it's clients.

In his role as director, John will focus on developing and expanding the range of US2U Consulting services along with helping clients improve their sales and marketing capability. John said "I'm delighted to be part of the US2U Consulting team and really excited about working closely with a wide range of businesses".

Director Rachel Blackburn said, "John is a welcome and valuable addition to the team. I'm sure that his knowledge and expertise will enable us to meet even more of our clients needs".

Three of the new services are featured in this edition of E-news.

To get in touch with John, ring him on 01603 716852 or email [johnm@us2uconsulting.com](mailto:johnm@us2uconsulting.com)

### Doing the right things?



Frequently asking 'are we doing the right things?' is an important step to knowing the direction the business needs to travel. Without a strategy the answer to the question is very hard to answer with any certainty and could mean the business is heading the wrong way without realising it. US2U Consulting understands how powerful a strategy is and provides a structured programme that helps businesses build and implement the strategy that's right for them.

To find out how we can help your company prosper in 2015 call us on 01603 716852 or [email us](mailto:johnm@us2uconsulting.com)



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guaranteed to make a positive difference

### US2U Consulting gives you the marketing edge



Marketing of one sort or another is everywhere even if sometimes we don't notice it. And that's often the point! To be effective, marketing must grab the attention and then crucially influence some action. Too subtle and it's missed, not aligned to your business and it confuses the audience, not in line with your brand values and it can be harm your chances of connecting and keeping your customers.

US2U Consulting recognises that all businesses are unique and approaches each one with tailored solutions to achieve the business goals and demonstrate a return on investment.

From a marketing audit to check the effectiveness of the current marketing activity and highlight areas for improvement, through to reviewing the customer experience, US2U Consulting will work with you every step of the way.

### Improving sales management the US2U Consulting way

Good sales management could be seen as the catalyst for the rest of the business to flourish. Conversely poor sales management affects almost all areas of the business and sometimes it can be difficult to pinpoint the root cause.



At US2U Consulting we use our experience gained over many years and in many industries to help identify the problem, recommend changes and work closely with the business to structure a tailored action plan.