

How to maximize, optimize and assure top-of-mind sales opportunities with your prospects



Very likely the most efficient and productive assistant your sales force will ever have.



Pirozzoli & Williams



Pirozzoli & Williams

Monthly Marketing Contact Program



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Pirozzoli & Williams



**Your customers and
prospects make
purchases every day.**

**Are you on their
buying radar screen?**

Pirozzoli & Williams

**Uncomplicated.
Highly effective.
Keeps you at top-of-mind.
Supports new
sales opportunities.**



**Sell more to current customers.
Attract better prospects.
Hold your distributors' attention.**

The Monthly Marketing Contact Program

We “differentiate” and plan
your monthly marketing
program.



We prepare and produce
your monthly marketing
materials.



We use low cost production
methods to produce your materials.

We integrate your marketing program.



You stay on the radar screen with
customers and prospects every month
and intensify sales opportunities.

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Stay on the buyer's radar screen



Your Customers

Your customers may buy products you offer from another company because you've fallen off their buying radar screen:

- They are busy and forget your company.
- Sales people can't make consistent contact.
- You don't have a compelling differentiation.
- Competitors constantly try to break in.

Your Distributors

An excellent way to keep in touch with your distributors / dealers.

Get them to pay more attention to your product sales.

Your Prospects

You need to create new selling Opportunities; effective, ongoing prospecting is absolutely vital to your sales health:

- Prospects don't know your company.
- They don't hear from you regularly.
- You aren't building familiarity with them.
- Why should they do business with you.



The Monthly Marketing Contact Program—

solves these problems and navigates new opportunities.!

How you benefit from my approach:



1. Differentiate

A clear and compelling differentiation of your business is a powerful tool for creating higher price point and results.

“**Your price is too high...**” means your perceived value doesn't justify the selling price.

Without differentiation there's no compelling reason to buy from you. All that's left is commodity pricing.

2. Monthly Marketing

Stay on the buyer's radar screen while creating opportunities with new prospects.

There is likely much more sales opportunity for your company than you realize. I can help you find it.

Al Pirozzoli

Pirozzoli&Williams

The best way to assure your company's sales future

is to create it.



We help companies better support their sales future.

This is accomplished by increasing sales opportunities through differentiation and ongoing marketing contact.



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**Monthly Marketing
Contact Program**

Sell more to current customers.

Build vital familiarity with prospects.

Hold your distributors' attention.

We make it uncomplicated.

You remain Highly effective.

**You sales people remain
at top-of-mind.**

Ongoing, care-free.

Cost effective;



Stay on the buyer's radar screen