SIGMA
INTEGRATED BUSINESS SERVICES INC.
TECHNOLOGY | SOLUTIONS | TRADE | GROWTH

CONNECTING OPPORTUNITIES.

CONSULTING SERVICES / BRITISH COLUMBIA

Marketing & Business Development

Connect customer needs, positioning and commercial priorities with a practical marketing and business development plan.

WHEN THIS SERVICE FITS

Fragmented campaigns and broad prospecting can create activity without a clear route to qualified opportunities.

CONSULTING SCOPE

- Marketing strategy and competitor analysis
- Business development and market expansion
- Acquisition, partnership and pipeline strategy

POTENTIAL DELIVERABLES

- Target market and customer need assessment
- Positioning and value proposition brief
- Growth roadmap and channel priorities
- Pipeline qualification and measurement plan

OUR APPROACH

Understand the market. Clarify the offer. Prioritise opportunities. Coordinate the plan. Review performance.

Deliverables, availability, timing and fees are agreed before work begins. Benefits depend on the scope and implementation.

Discuss Your Growth Strategy

Complimentary 30-minute consultation | Zoom

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