



NORTHBRIDGE GROUP
Think Results... Think Northbridge™

PROFILE

The Northbridge Group is a business performance company dedicated to helping our clients improve their revenues, their profits and their market position. Our clients are diverse, but they all share one critical desire – better results from their sales and marketing investments.

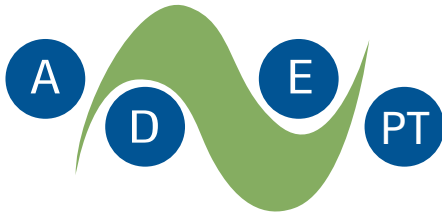
Opportunity is created through superb strategy. Results are achieved through brilliant execution. At Northbridge, we ensure our clients take advantage of opportunities and realize rapid results by focusing on the union of sales and marketing strategy, resources, programs and execution.

Northbridge transcends the costly, time-consuming “consulting as usual” approach, with its lengthy deductive analysis phase followed by long drawn-out implementation engagements. Instead, with our fast track ADEPT™ methodology – Assess, Develop, Execute & Performance Track - we guarantee a pragmatic approach to strategy, program definition and results-oriented execution that aligns sales and marketing resources for rapid, measurable results.

Combining exceptional sales and marketing expertise with outstanding general business acumen and the practical insights developed through over 25 years of successful real world experience, Northbridge will give you the edge you need to successfully navigate today’s increasingly competitive and highly dynamic business environment.

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SERVICES



Our range of services is designed to augment and leverage your internal sales and marketing strengths for improved business performance. We place productivity and results ahead of project duration and corporate dependency. For our clients, this means a balanced approach to strategy, program definition and execution, combined with a unique delivery methodology (ADEPT™) that ensures the disciplined application of proven best practices - even after our engagement is completed.

Assess

Market segmentation, positioning, targeting, sales profiling, channel engagement and developing competitive advantage are the tenets of a cohesive and aligned sales and marketing strategy.

Northbridge offers a range of assessment, audit and research services that can quickly diagnose issues with existing strategies or specific programs, and discover new opportunities. From market feasibility and opportunity assessments to gap, SWOT or sales process analysis, Northbridge makes sure you have a solid foundation for developing effective strategy and programs.

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Develop

At Northbridge, we work with our clients to define their overall sales and marketing strategy, as well as design specific tactical programs that provide the roadmap for successful execution and improved business performance. Whether leading an entire planning exercise or simply offering support and guidance to an internal planning effort, we provide the sound methodologies and disciplines required to ensure the definition and alignment of your strategy, to help you achieve realistic objectives relative to your market opportunities.

Results-oriented sales and marketing programs depend on detailed action plans to build brands, penetrate new markets, engage channel partners and grow revenues and profits. With years of hands-on experience, Northbridge can help translate strategy into actionable projects and programs complete with granular implementation tasks that provide the path to measurable, rapid results and long-term success.

Execute

Unlike other consulting organizations that simply “hand-off” the strategy for their clients to implement, we prefer to share the responsibility for the successful implementation of our strategies or programs. Working closely with our clients, Northbridge ensures that action plans are carried out on time and on budget - every time. In some cases, we will even implement specific programs or elements of your strategy for you. Whether we’re guiding and assisting your efforts, or fully engaged in making them a reality, Northbridge clients are assured of timely, results-oriented execution.

Performance Track

Achieving sales and marketing excellence is no simple matter. It takes measured performance to produce measurable results – more sales, a healthier bottom line and stronger market position. Our performance management services help our clients validate their internal capabilities, marketing processes and implementation effectiveness, and provide the knowledge necessary to bring about measurable, sustained improvement in both sales and marketing effectiveness.

BENEFITS

True value is delivered by best practices in sales and marketing management, driven by business performance improvement.

At Northbridge, we view our clients as partners, not customers. To that end, our approach focuses on ensuring that they are involved from start to finish in any project we undertake, and are completely satisfied with the results.

Our unique ADEPT™ delivery methodology guarantees that priorities are where they should be – on delivering rapid results throughout the entire engagement.

You'll achieve increased returns on your sales and marketing investments, stronger market position and share, more productive sales resources, and more effective distribution channels.