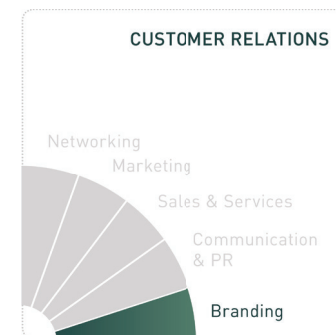
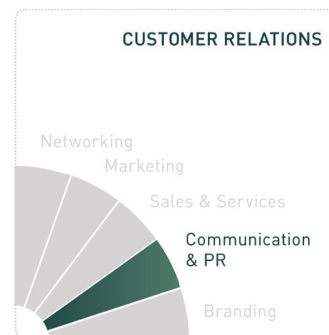
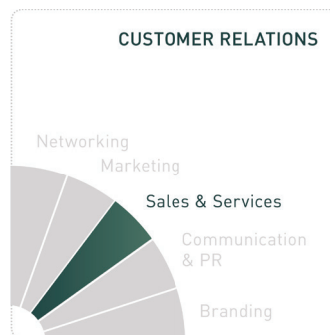
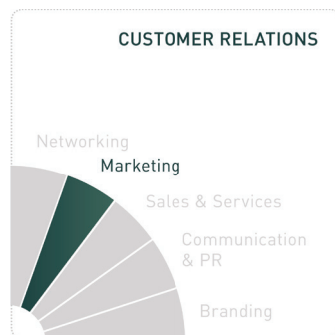
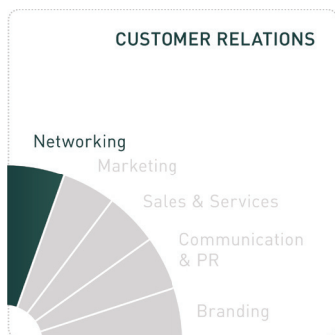


Get a 360° Perspective and do First Things First Build Lasting Customer Relations



Networking
Increase and maintain
your network

Marketing
Decide how to best
market your products

Sales & Service
Take control of the sales
process

Communication & PR
Engage in the right media
sending the right message

Branding
Define and build up your
company brand

This Focus Area deals with knowing and expanding your network, including planning **networking activities**, mapping out your **network**, getting **network introductions**, and working on **relationship maintenance**.

This Focus Area helps choosing **marketing activities**, working on the **elevator pitch**, deciding how to **engage with the customers**, and expressing the core **marketing message**.

This Focus Area is about strengthening the **sales cycle**, planning **sales activities**, working on the **customer pipeline**, preparing for **objections** you might get from leads and prospects, and defining the company's **service offerings**.

This Focus Area deals with taking advantage of **media opportunities**, writing up **press releases**, engaging in **media stories** and **social media** communication, as well as planning **online publications**.

This Focus Area helps improving customer loyalty by **defining your brand** and creating **authenticity** to it by identifying **brand role models** and deciding which **certifications** to get, all the while **protecting your trademark**.