

Guiding Organizations Around Obstacles & Barriers to Business Development

AltiMark Business Group specializes in guiding organizations around the barriers and obstacles to business development by providing training in communication, human behavior and fundamental sales.

Contrary to popular belief, Sales, Marketing and Business Development are not the same thing. Both Sales and Marketing are **functions** of Business Development. (As are customer service, accounting and order fulfillment.) After all, if what you and your team do day to day isn't in some way aiding in the development in of new business, why would you continue to do it?

At **AltiMark Business Group** we treat business development as an entire process, addressing the effort from three distinct vantage points. Each of these areas must be aligned in order to achieve your corporate goals and plans. It is in this manner that a course can be plotted to avoid the many barriers and obstacles to business development and corporate success.



Regardless of the position you hold within an organization, there are three interdependent areas which must be kept both in focus and in priority:

- appropriate fundamental business **principles**
- an awareness of methods to develop and enhance inter-personal **relationships and communication**
- an ongoing commitment to improving business **skills and techniques**

By improving sales skills and techniques built upon a foundation of communication and relationship tools, you will retain clients longer as well as securing stronger ties into customer companies.

Most businesses today spend great amounts of time and effort identifying potential client relationships. Wouldn't it be wise to consider investing in cultivating and developing them as well?

AltiMark Business Group offers its solutions through seminars, team training, in-house workshops & consultation or presentations. Allow us to serve you in your quest to "Creating the Mark of the Professional".