



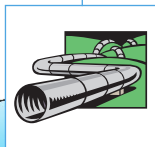
ADARA
ASSOCIATES

We are the Sales Pipeline Engineers, we do whatever it takes to help sales and marketing work better.

In today's market just about everyone would like a better pipeline, a more predictable forecast and greater interest. We've helped other companies, perhaps we could help you.

We've opened up new markets

A leader in customer analysis software, found sales stagnant after the 'dot com' decline and had to seek new markets. They recognised that customer services could present an opportunity. **Adara** researched the market, started conversations with target organisations and set up an event for customer service directors to discuss their challenges. **This increased awareness in the market, established a number of solid prospects and achieved first few critical pathfinder deals.**



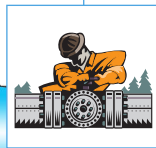
We've developed better positioning, better propositions

One of the top 5 UK software companies that delivers secure information solutions to the public sector was experiencing rapid growth and change making it difficult for sales folk to present and articulate consistently. **Adara** worked with the management team to agree high-level business statements, redefine propositions and develop a comprehensive collateral family. **Result, a consistent set of messages and significant contribution to business growth.**



We've generated lots of great leads

A new entrant into the UK market with a unified, predictive performance management solution for FT500-class companies had a growth target of 400%. **Adara** set up a rifle-shot lead generation programme focusing on an event for financial controllers and run in conjunction with their partner, Microsoft. **This raised levels of credibility and awareness, exceeded the company and Microsoft's expectations for lead generation, and established meaningful conversations with 240 contacts.**



We've turned tyre kickers into buyers

The UK subsidiary of a US group providing performance management solutions based on packaged data warehousing, had a strong sales team and secured initial business in the UK marketplace but needed to expand rapidly. **Adara**, as their outsourced Marketing organisation, researched Enterprise Resource Planning target markets, undertook initiatives to establish contacts and introduced a contact nurturing process to develop interest. **This resulted in structured coverage of the marketplace, timely and appropriate involvement by sales in the process and a productive and motivated sales team.**



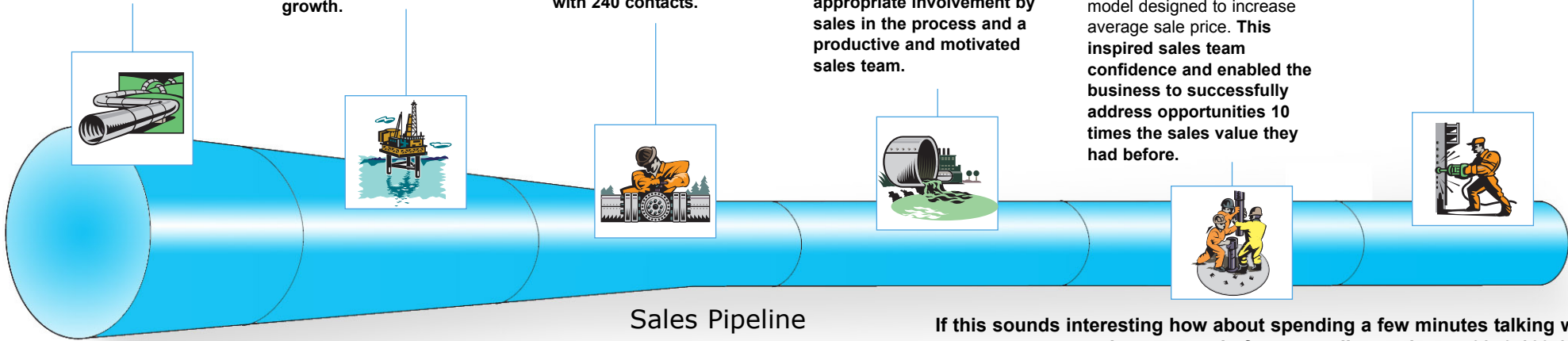
We've got sales and marketing working together

A leading process modelling company, highly rated by Gartner, with advanced software that appealed to the technical community, was missing targets in Europe and lagging behind levels established in the US. **Adara** re-focused its business strategy, re-stated propositions and re-designed their web site to appeal to business people with big budgets. They re-trained the sales organisation, developed new sales processes and support to fit a business model designed to increase average sale price. **This inspired sales team confidence and enabled the business to successfully address opportunities 10 times the sales value they had before.**



We've improved sales performance

An Internet Security consultancy that used to have companies beating a path to their door needed to revitalise sales when new business started to dry up. **Adara** restructured their sales model, trained them in solutions selling and provided experienced freelance sales assistance. **After the programme got established they soon had their best month ever and the average monthly volume of sales doubled.**



Sales Pipeline

If this sounds interesting how about spending a few minutes talking with us to see what we can do for you, call us today on 0870 160 1305 www.adara-associates.co.uk