

Get outsourced sales/marketing/BD help.

GET RESULTS.



Are you leading a company facing challenging commercial planning questions?

The Anser Group offers customized services designed to assist early-stage companies in solidifying their strategic sales, marketing and business development plans with a sensitivity to an arrangement that suits lean budgets.

Do you have a go-to-market strategy that is...

- ✓ well-researched, data driven, measurable
- ✓ able to adjust to learnings on the fly
- ✓ can persuade investors?

Our Fractional VP of Sales, Marketing & Business Development, Sharon Smith, will come alongside you and your team, roll up her sleeves and work *with* you and *for* you. A senior-level leader, her resources and team at The Anser Group is passionate about working with companies to bring disruptive technologies to market. High-performing commercial teams, with the right person in the right seat are crucial, as well as "listening" to the market in order to create and refine products and services that meet true market needs.

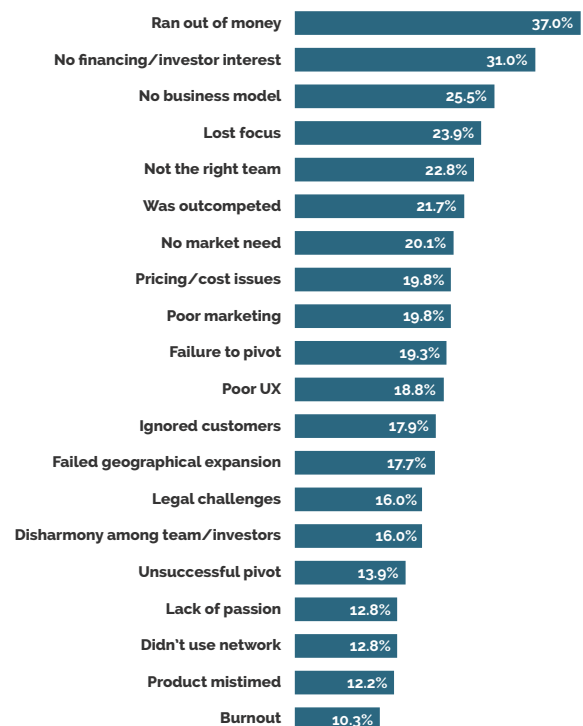
What if you are waiting too long?

Research shows that early-stage company leaders *wait too long* to involve the roles of sales, marketing and business development in their commercial planning process. As a result, three of four face the threat of failure within 25 months of launching their company. Failure and heartbreak can be avoided by understanding why companies fail and by working with experienced, senior-level commercial leaders *early* in the product development and strategic planning

Let us help you get the sales results you deserve!

WHY STARTUPS FAIL

The most common reasons for startup failure, from 2000 to 2020



Source: CB Insights and Autopsy Research of 368 failed startups.



The typical profile of clients we serve.

- Owners/CEOs whose skills/talents do not lie in sales and marketing
- Leaders with holes in their strategic plans to bring a disruptive technology to market
- Innovators who have hit a wall and need a strategic-pivot before money runs out
- Entrepreneurial teams that are struggling with market positioning of their product
- Stagnating or declining sales
- Leaders needing assistance in hiring and/or making changes
- Teams in conflict that hinder business progress and success



Services we provide to meet leadership/corporate needs.

- Strategic commercial planning
- Strategic operations planning
- Market research
- Marketing strategy planning
- Market messaging and content
- Value proposition refining
- Pricing strategy
- Understanding of customer-base
- Analysis of the competitive landscape
- Assessment of teams
- Assisting in the hiring process
- Addressing team challenges
- Building teams
- Executive and team coaching
- Providing essential leadership workshops



Contact us today!

Consider scheduling an exploratory call...

Sharon Smith

Doctorate, Strategic Leadership
Fractional VP of Sales & Business Development

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