

Introducing... Route Five International Inc.



**Success in business is a relative term. The real question to ask is ...
Are You Reaching Your Potential ?**

WHO WE ARE

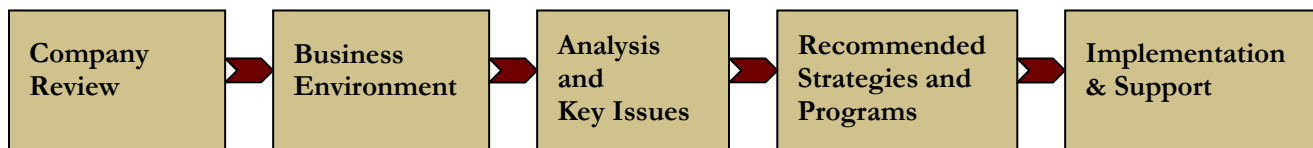
Route Five International (RFI) is an international consulting and training company that helps clients generate profitable strategic growth by optimizing performance of the market engagement process. The core concept behind RFI is to help clients reach their revenue potential. The secret to optimizing results is an integrated approach that recognizes that strategic planning, marketing, sales, and business development are integral parts of the same “market engagement” process.

At the heart of how we help our clients is;

Market Engagement - Rethinking the marketing and sales process and recognizing that sales is the revenue generation engine of your Company - no other group, division, or department has this responsibility. The sales process is the only function in your organization *where you engage the marketplace at a human level* (development and management of customer relationships).

Pathfinder Strategic Review – A disciplined 5 step approach to research and analysis that leads to breakthrough in performance. We work with our clients through a 5 step process to identify key issues affecting performance at each stage and then we develop strategies and programs to help clients achieve greater performance. The process works with both small and large organizations and we can work with existing agencies and suppliers on a consultative basis.

The Pathfinder™ Strategic Review - 5 Steps to Better Performance



5 QUESTIONS TO IMPROVE BUSINESS PERFORMANCE



1) Do Your Results Reflect Your Potential ?

The answer to this question can be very revealing. If you know your potential , are you achieving it? If not, what is holding you back?

We can help with a diagnostic process that identifies opportunities for improvement and growth, and help you design a strategy to reach your potential.

2) Do You Have a Vision and a Plan ?

The planning process should be exciting and enlightening and provide a clear pathway towards realizing your vision as an organization.

We facilitate planning sessions that are highly interactive and offer a structured, enjoyable process to efficiently develop a strategic plan.

3) Is Your Strategy Working ?

One of our mantras at RFI is to do what works. It has been said that 80% of strategy is implementation. Our Pathfinder™ Strategic Review can help diagnose where a strategy is not working and suggest ways to improve performance. We can help you leverage the power of creative thinking in crafting strategy.

4) Is Your Marketing and Sales Process Driving Profitable Business Growth ?

Innovation and creative thinking in the marketing process can be the key to competitive advantage.

We help clients leverage cost effective and high impact strategies that deliver value. We work with marketing and sales teams to help them better understand how together, they generate business growth.

5) Are You Developing Strategic New Customer Relationships ?

Business development is the process of *developing profitable new business relationships*.. If you are not doing this on a regular basis then you are missing critical opportunities in the marketplace.

We teach sales teams effective business development strategies and provide powerful tools to help target, approach, and win new business relationships.

CONSULTING SERVICES

Our consulting services focus on development of strategy and process and include:

Business Strategy & Planning
Marketing Strategy and Communications
Business Development
Sales Performance Management
International Business



TRAINING AND DEVELOPMENT

Our training and development seminars, workshops, and keynotes are highly interactive, based on real-world situations and experience and can be customized to your individual needs



Sales Straight Talk™ Workshop:

Real answers to real selling challenges in real time

The Art of Business Development:

How to develop profitable new customer relationships

Intelligent Selling™ :

Business without barriers

The Joy of Negotiation:

Getting comfortable with conflict

UPFRONT Persuasion Through Presentation:

Build confidence and skill in presentations

Strategic Creativity:

Using creative thinking to solve problems and develop strategy

Personal Performance Management:

Making goal-setting work

Leadership and Teambuilding:

How to bring out the potential in others

Keynote Speaking:

Highly motivating sessions based on years of experience

WE'RE HERE TO HELP

If you answered 'no' to any of the 5 key questions above – then you are probably operating at less than your potential and we can help.

For more information on our services please visit www.routefiveinc.com and contact us for a complimentary consultation.