



Why Choose Corporate Ladders?

At Corporate Ladders your success is our success. Let us bring our successful track record to your business and leverage our extensive strategic and tactical expertise to help your organization make it to the top!

Corporate Ladders is a business development consulting and coaching firm with over 30 years experience working with companies of every size in a variety of industries to grow their business to the next level. From recommending problem-specific solutions and sales development strategies to attracting venture capital firms, developing full-blown business plans or evaluating new product lines, our dynamic senior talent, visionary foresight and experience gives your company the edge over your competition.

Corporate Ladders manages critical top priority projects for you, allowing you and your team to remain focused on near term objectives without distraction. We go beyond traditional consulting by adding business coaching, which provides support, guidance and ongoing metrics for continued business success.

Corporate Ladders offers a full range of business services to equip you with the tools and services your business needs. We understand the dynamics of companies of all sizes and work with emerging fast growth firms, mid-market juggernauts and established multinational corporations. *Corporate Ladders provides the knowledge, the skills and the experience to assure a successful outcome for your project.*

Working With Corporate Ladders You'll Experience:

- Superior executive talent, knowledge, skills and experience
- Expertise in managing and motivating for top performance
- A company that is flexible and easy to work with
- Customized solutions and plans for meeting *your* goals
- Business coaching from seasoned professionals

ATTENTION

Sales and Marketing Executives:

Corporate Ladders has worked extensively with senior executives chartered with growing top line revenues. Our team is available to help you navigate your way through new territory with everything from designing sales strategies to coaching you and your team into new markets or through a transition. Our professionals have trained and motivated thousands of sales professionals on all areas of selling from building value to creating superstars. Contact us today for more information or to book us for your next event.

Contact us today to find out how we can Help Your Business Get to the Top!



A Business Development
Consulting & Coaching Firm

Corporate Ladders

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Helping Your Business Get to the Top!



Winning Sales & Marketing Strategies Grow Top Line Revenues

Winning sales and marketing strategies grow revenues. Whether you are building a new sales organization, need a fresh market approach or new perspective on leadership and training, Corporate Ladders delivers the expertise you need to get results. Our extensive experience can help you build and maintain an effective organization that delivers top line revenue results. Our intense business review process scours your organization and examines products, markets, processes and strategies to identify revenue generating opportunities.

Our team has developed winning sales organizations and market strategies, increased revenues and maintained the positive momentum required to keep businesses growing in challenging markets. We reduce wasted time and effort while lessening the management workload to get your revenues moving in the right direction quickly without disrupting core business initiatives.

Corporate Ladders provides the skills needed for every component of your sales and marketing efforts:

- Identify market opportunities
- Preparing and coaching the “stars” and leaders of tomorrow
- Demand generation & lead management
- Large sales opportunity review, sales strategy, and tactical development
- SFA/CRM assessment & program implementation
- Market messaging & value propositions
- Sales presentations & collateral development
- Customized business development training
- Sales force motivation – Keynote speaker

Corporate Ladders offers a Sales Tune-Up Analysis to review sales performance and assess strategies and processes with your sales management team. Upon completion we provide recommendations and detailed action plans for achieving sales and business growth.

Business Development & Coaching

Occasionally, businesses need specialized talent, expertise, or additional resources to “smooth out the rough spots,” fill the gaps, or to take advantage of opportunities without impacting core business operations. Often all it takes is a fresh perspective, new approach or change in tactics to enable your company to get back on track and increase top line revenues.

Corporate Ladders uses a flexible approach to help your company achieve its objectives and this flexibility sets us apart from traditional business consulting firms. Whether you need an entire project delivered or maybe just a key part of the project, Corporate Ladders is up for the task. We will work with you to assure that your project is completed on time and on budget.

Business Coaching

Every day new professionals, managers and executives are hired or promoted. While many are fully qualified, others are simply the best person available who is rewarded with career advancement and a new opportunity. Corporate Ladders’ Business Coaching helps you achieve business success by providing guidance, assistance, critical thought, support and evaluation along the way. We provide the business development expertise and coaching you need to move your business to the next level.

What is Business Coaching & Does My Company Need it?

Business coaching fills in the gaps when you do not have the skill sets needed to complete tasks or projects, identify strengths, weaknesses or opportunities, evaluate products or systems, or are lacking the resources needed to grow your business. For example: In acquiring a new product or system for your firm, a *traditional consultant* would design and send out the RFP for competitive bidding, evaluate the bids, negotiate the deal and secure financing to acquire the system. The consultant could

Develop Successful Channel Partner Programs

The ultimate goal of your channel program is to drive sales and the most important channel strategy consideration is getting and retaining customers. Whether you’re a new channel partner or have been one for years, or you are a provider looking for ways to increase sales, Corporate Ladders can handle any aspect of your channel development needs.

Selling through channels presents a unique set of challenges and benefits. Successful channel development is dependent on the give-and-take relationship between providers and partners. We have worked on both sides of the field to design, build, rebuild and rejuvenate channel programs.

Corporate Ladders can help you to:

- Build a new channel program
- Revitalize an existing channel
- Develop effective value propositions
- Identify & recruit potential partners/providers
- Manage all channel functions
- Design multi-level sales collateral & presentations
- Create motivating reward & compensation plans

also design and implement needed special features. A *business coach*, on the other hand, helps **you** to do all of the same things yourself as well as provide assistance and guidance and evaluate performance vs. objectives along the way. Most businesses benefit from the experience of a seasoned business coach. Of course, we can always provide *traditional business consulting* if that is your preference.