

## Any of this sound familiar?



## MAKE YOUR B2B MARKETING COUNT: CLEAR PLANS AND THE SKILLS TO EXECUTE

**With unmatched experience in the complicated challenges facing B2B professionals, MathMarketing helps businesses cut through the complexities to:**

- ▶ focus the strategic direction of the business (and make it actionable)
- ▶ align Sales and Marketing around a highly-actionable plan
- ▶ translate this plan into action
- ▶ lift the skills of the B2B marketing team, and those that support them

## Here's how just a few MathMarketing clients say they've benefited...

*'We needed a Sales and Marketing plan. We needed the roadmap to achieve our goals and MathMarketing made that possible.'*  
**Craig Rodda, Account Manager, Outsourcer**

*'A clear go to market Sales and Marketing strategy for this product.'*  
**Michael McTeigue, Sales Manager, Telco**

*'Where the rubber hits the road, a practical application of theory to live campaigns, improving them significantly.'*  
**Dan McDermott, Infrastructure Software**

*'The positive effect of my team all talking the same language is already working.'*  
**David Liff, VP Marketing, Infrastructure Software**

*'Don't reckon a serial string of 'best-of' AIM course/topics/modules would have come close.'*  
**Glenn Guilfoyle, Sales Consultant**

*'MathMarketing solidified and clarified what I have been fumbling through for 13 years. Amazing.'*  
**Matt Lovegrove, Senior Manager, Professional Services**

*'Any marketer looking to hone their marketing skills should give MathMarketing a call.'*  
**Malcolm Hamilton, Channel Marketing Manager, ERP Software**

7000 subscribers | 300 projects | 12 years | 5 continents

Visit [www.mathmarketing.com](http://www.mathmarketing.com) for free white papers and valuable B2B planning info.  
Or phone us on +61 3 9006 4999 to discuss your own go-to-market challenges.

## MathMarketing has helped many leading and aspiring businesses to reach their growth potential.



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