



IMRE SZERDAHELYI

ENABLING CHIEF WINNING OFFICERS

"THE NEW NORMAL": HOW SME'S RETURN ON THE ROAD TO SUCCESS

The tasks for SME's during „The New Normal“ focus on modernisation, digitisation or even processoptimisation. I want to share ideas on preparing your marketing & communications rollout maintaining your market leadership.

STRATEGY & BRAND:

DERIVE THE MARKETING STRATEGY FROM YOUR CORPORATE STRATEGY

How to enhance your brand & make yourself distinctive among competitors? How to improve output of your marketing & communication team? How to prioritize projects & optimize budget spending?

CUSTOMER MANAGEMENT:

DEFINE THE CUSTOMER CONTACT POINTS RELEVANT FOR THE FUTURE

How to increase the excellence in your sales channels? How to create unique customer experiences? How to convince the customers that you have the "best solution" for their needs?

LEADERSHIP:

MAKE EMPLOYEES ENTHUSIASTIC AMBASSADORS

How to actively include your managers & distribute the responsibility to several individuals? How to communicate regularly and in person in order to ensure employee commitment?

I am ready to give you a helping hand, e.g. to start with an analysis or jump into project support immediately.

Best regards
Imre Szerdahelyi

OFFER (VALID UNTIL AUGUST 15)

ANALYSIS

I analyse your external presentation (especially internet and social media) compared to your competition. You receive recommendations for optimisation.

€750 ~~€1.000~~

ANALYSIS + CONCEPT

Based on the analysis, I create a concept to strengthen your brand and your customer orientation.

€1.100 ~~€1.500~~

INDIVIDUAL

We go into detail. I support you according to your challenges and tasks, including strategy, brand, positioning, customer management and leadership.

Individual agreement

HOW TO GET IN TOUCH WITH ME

Benefit from my dedicated and passionate marketing and communication consulting, as well as my experience as a global department manager with strong brands, as well as national and international market and technology leaders.

Go from Leader to Chief Winning Officer.

Feel free to contact me, if you have a specific requirement or any questions about my services!

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