

Building Client Growth and Sustainable Competitive Advantage

TECHNOLOGY—FINANCIAL SERVICES—HEALTH SERVICES—MANUFACTURING



FLETCHER/CSI[®]

Simple, Powerful, Insightful Intelligence





We deliver unique and creative solutions that will lead to tangible economic growth in your business, practice or organization.

We invest the time and effort to understand your business and your goals.



About Us

Fletcher/CSI is a unique business growth and competitive advantage consulting firm. Our value is delivered through extensive business experience, across a diverse group of global industries, supported by the collection and analysis of business intelligence that keeps our clients on a steady course toward success.

About Building Growth and Differentiated Competitive Advantage

Attracting, keeping, and growing new customers is all about understanding their needs and delivering differentiated products and services through valued sales and customer service practices.

Fletcher/CSI guides our clients in:

- Understanding the Needs of their Customers and Prospective Customers
- Profiling Competitor Offerings and Perceived Market Differentiation
- Identifying Untapped Market Opportunities
- Improving Sales & Marketing Strategies and Tactics
- Creating the Ideal and Differentiated Customer Experience

We're Here to Help You Make Confident, Informed Business Decisions

Our clients call us when they are frustrated with declining sales results. They access our resources when they want to understand if their ideas regarding a new market concept will work or not. They ask us to help them better understand their competitors' strategic directions and distinct abilities and weaknesses.

We look for offerings and delivery methods that will set them apart from the rest. When they want to build best practices into their key business areas, we study best-in-class performers and provide them with candid, unbiased feedback on how they can improve.

Our clients turn to Fletcher/CSI when they have issues that keep them up at night and they need a seasoned business partner to help them make confident, informed decisions.

We Diagnose the Problem, then Prescribe the Right Solutions

The answer to these types of problems almost always lies in understanding your customer, your competition, and your own company. The more clear and accurate the insights, the easier an accurate diagnosis can be made. The prescriptive portion of the answer comes from our years of being in the trenches along with learning from our clients' positive and negative experiences. By combining 20+ years of competitive research leadership together with many decades of professional problem solving experience, our consulting is grounded in fact and based upon proven business philosophies.

We believe making informed business decisions is critical to creating true differentiated competitive advantage.

So, What Keeps You Up at Night?

Our clients are challenged by how they can evolve their sales teams from selling products and services to mid-level client support teams to becoming solutions providers and trusted advisors to the C-suite – all while maintaining existing production levels. Other clients are working to understand potential new revenue streams that would attract a new client base. What they don't know is which industries might buy those services, what value it would bring, and how they would be willing to pay for it?

We're here to help you find the answers to what keeps you up at night:

- How do we create and sustain product/service differentiation?
- What new revenue opportunities exist for us?
- How do we become a more successful sales organization?
- How can we build and maintain customer loyalty?
- How should we structure our IT processes to create competitive advantage?
- What can we do to anticipate our major competitors' next moves?

At Fletcher/CSI, we work with industry leaders across nearly every major segment. We also study their competitors to develop understandings around what they'll do next, what makes them most attractive to customers, and how they sustain competitive advantage.

We've Walked in Your Shoes

Our industry and business discipline teams have extensive, real-world experience. In Finance and Insurance, our team members come from major banks, insurance companies, and investment advisors. Our Healthcare team is comprised of professionals such as medical doctors, nurses, and technical experts from the Pharmaceutical industry. Similarly, in our Information Technology, Manufacturing, Sales Intelligence, and Business Analytics teams, we employ specialists who understand industry and business disciplines from within the world's top performing companies.

We Have Access to Powerful Analytics

We use a variety of analysis tools to ensure we make recommendations that are actionable and can support your business. Decades of real world experience is important, but we also believe in the rigors of proven research and analysis techniques. We employ traditional analytical tools such as SWOT, Four Corners, and Five Forces analyses, to provide a forward-looking view into your competitors' strategies, key strengths, and weaknesses. We also help provide solutions for your organization's current and future challenges by employing more advanced research and analysis techniques such as:

- Win/Loss and Sales Process Analysis
- Purchase-Decision Mapping
- War Gaming and Scenario Planning
- Executive and Corporate Behavioral Profiling
- Sales Battle Card Development



FLETCHER/CSI®

Simple, Powerful, Insightful Intelligence

Global Headquarters
P.O. Box 1061
237 Commerce Street
Williston, Vermont 05495
802.660.9636
www.fletchercsi.com



FLETCHER/CSI[®]

Simple, Powerful, Insightful Intelligence

Global Headquarters
237 Commerce Street
Williston, Vermont 05495
802.660.9636
www.fletchercsi.com

WHAT MAKES US UNIQUE

With more than two decades of experience serving the Global Fortune 1000 business community, we understand the value of candid external perspectives.

Our team of interdisciplinary experts combine tenured business experience with solid research of your markets and your competitors to help define sustainable growth and competitive advantage strategies that will perform to expectations.

Our experience spans a broad base of industries which helps us bring the business world's most proven strategies to bear on your most difficult challenges.