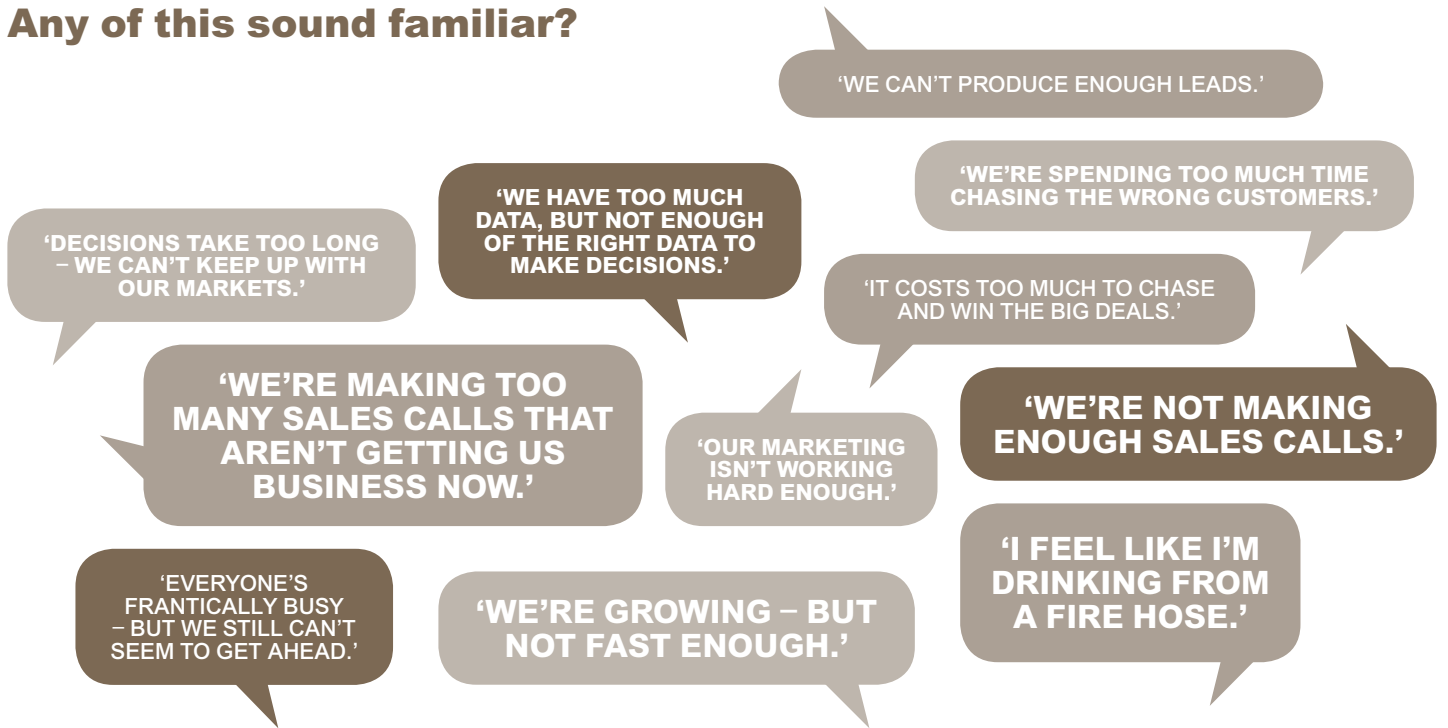


## Any of this sound familiar?



## MAKING B2B MARKETING GREAT: CLEAR PLANS AND A SKILLED TEAM

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

- ▶ focus on singular strategies to drive sales growth
- ▶ push plans out of the executive suite and into action
- ▶ get to market faster
- ▶ break down destructive silo walls between sales and marketing
- ▶ leverage buyer insight for more precise, effective prospecting, conversion and retention.

### 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**

2300 subscribers | 220 projects | 9 years | 4 continents

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Or phone us on (03) 9948 0022 to discuss your own go-to-market challenges.