

TRINITY

C O N S U L T I N G L L C

Powerful Sales & Marketing Strategies for Breakthrough Results



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CONSULTING LLC

Powerful Sales & Marketing Strategies for Breakthrough Results

THE TRINITY ADVANTAGE™

At Trinity Consulting LLC, we are singularly focused on helping you meet and exceed your sales goals. To do so, we have a unique process called The Trinity Advantage™ that solves your most pressing sales and marketing needs and provides you with ever expanding cash flow and profits.

Focusing on Eliminating Your Dangers and Maximizing Your Opportunities

Every organization has dangers that need to be eliminated and opportunities that must be capitalized on. The Trinity Advantage™ provides a clear plan and path for your growth, by helping you overcome your greatest dangers and take advantage of your best opportunities.

Are you concerned about increased competition, shrinking margins, poor sales performance, or reduced lead flow? Would you like to gain market share, breakthrough a sales plateau, expand product lines or dominate a market?

The Trinity Advantage™ provides the direction, capabilities and confidence necessary to overcome dangers, focus on your best opportunities and position you as the clear choice in your field.

Unique Wisdom to Solve Your Sales and Marketing Challenges



Mike Cohen

The Trinity Advantage™ is the strategic by-product of Mike Cohen's fifteen years of successful sales and marketing experience.

A former C.P.A., Mike Cohen, specializes in money-making marketing campaigns for small businesses. Considered by many to be one of the country's leading marketing strategists, he's worked with over 1,642 service professionals and is known for his ability to create record-breaking marketing campaigns. As a six year advisor to the housing industry, Mike created several of the industry's most profitable marketing campaigns, accounting for over 36 million dollars in sales. On a recent direct mail project sent to a cold list, Mike received a 24% response in less than 48 hours.

Combining his sales and marketing wisdom into The Trinity Advantage™, provides you with a wealth of real-world experience to solve your toughest marketing or sales challenge.

“We will employ our battle-tested solutions into your business so you get superior results.”

Specific Steps We'll Take to Accelerate Your Growth

An integrative approach, The Trinity Advantage™ is comprised of five steps: The Advanced Discovery Process™, The Critical Factors Analysis™, The Strategic Game Plan™, The Results Multiplier™, and The Platinum Coaching System™.

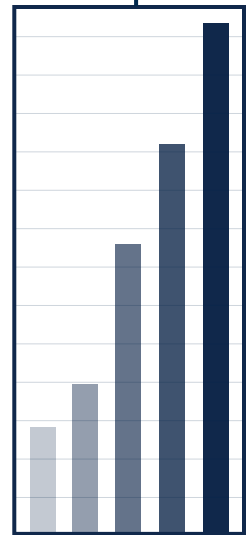
We begin with **The Advanced Discovery Process™**. Using our proprietary methodology, we'll assess your current results and performance goals while conducting an in-depth examination of the strengths your organization has. Once completed, you will gain a clear sense of direction for your company's future.

This leads to **The Critical Factors Analysis™**. During this step, we analyze and distill our research and refine it into a prescriptive plan called The Critical Factors Roadmap™. Utilizing the strengths of our two principles, we'll design the most effective course of action for meeting and exceeding your performance goals.

The next step is **The Strategic Game Plan™**. Here you'll be presented with The Critical Factors Roadmap™—the step-by-step blueprint for your success. Conducted in your office, this meeting will lay out precisely what needs to be done to meet and exceed your goals. What makes The Critical Factors Roadmap™ different from typical marketing or sales plans? Traditional marketing or sales plans often provide advice that is expensive or doesn't work. In contrast, The Critical Factors Roadmap™ provides innovative yet proven programs that provide you with maximum return on investment in the shortest time possible. Some of the proprietary tools we'll use include: The Sales Team Performance Multiplier™, The Response Doubler System™ and The Power Marketing Toolkit™.

The next step is **The Results Multiplier™**, where your game plan gets put into action. The professionals at Trinity will implement their powerful programs and tools to increase your sales and cash flow. Ivory tower theory sounds good in corporate board rooms but does it work in the real world? Can it put money in your bank account? Knowledge without implementation is useless and unlike other consulting firms, we won't just counsel you. We will employ our battle-tested solutions into your business so you get superior results.

The final step is **The Platinum Coaching System™**. We understand that business conditions change constantly. Our monthly business coaching format allows you to stay plugged into the experts at Trinity for fine tuning and support to ensure you stay on track and continue hitting your goals.



Evolutionary System

The Trinity Advantage™ is a flexible and adaptive system that responds to your needs now and in the future. As you grow and face new challenges and opportunities, Trinity will be there to provide you with the resources you need to continue to higher levels of success and achievement.

For more information on how the professionals at Trinity Consulting LLC can help you reach your goals, visit www.trinityadvantage.com or call 678.947.9040.

The Trinity Advantage™



1 The Advanced Discovery Process™

Our in-depth exploratory experience equips you with a renewed sense of direction for your company's future.



2 The Critical Factors Analysis™

Utilizing the strengths of our two principles, we design the most effective course of action for meeting and exceeding your performance goals.



3 The Strategic Game Plan™

This high-level meeting showcases the innovative yet proven tools we'll use to provide you with maximum return on investment in the shortest time possible.



4 The fourth step is The Results Multiplier™

where the professionals at Trinity employ their battle-tested solutions into your business so you get superior results.



5 The final step is The Platinum Coaching System™

our monthly business coaching program that keeps you plugged into the experts at Trinity so you stay on track and continue hitting your goals.

The Trinity Advantage™ is a 5-step unique process that solves your most pressing sales and marketing needs, providing you with ever expanding cash flow and profits.

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