



Why hire Maher Marketing?

- Your prices and margins are declining, and your cost reduction efforts aren't keeping pace. **We have years of experience selling products and services based on objective, quantifiable performance advantages, instead of on price.**
- You have a successful product business, but your service, software, and spare parts business is smaller and less profitable than you'd like. **We have established and grown lucrative service, software and spare parts businesses.**
- You currently sell to a number of smaller customers, but haven't been able to win much business from large companies. **We have won business at large companies like IBM, Infineon, Intel, Samsung, St Microelectronics, Texas Instruments, and TSMC.**
- Your marketing materials, web site and product presentations don't describe your company and product advantages in clear, concise and consistent terms, and don't seem to be making it easier to sell your products and services. **We can help make your competitive advantages crystal clear to your customers and your own sales people, making it easier for them to sell.**
- You are a new or smaller company that hasn't yet hired or can't afford to hire a full-time marketing department. **We can function as your marketing department, identifying and highlighting your differentiators, providing product and sales training, a web site, presentations, and marketing materials all aimed at increasing awareness of your products and services and the reasons to buy them.**
- There are potential customers for your business who don't know who you are or what you do, and hiring more sales people to reach them isn't an option. **Using a combination of email, direct mail, a web site, and in some cases, manufacturers' representatives, we can make more of your potential customers not only aware of your company and products, but interested enough in what you have to offer to contact you.**
- You suspect that some of your marketing and sales activities could be done better, and you would like to expose your people to the latest thinking and methods. Perhaps a one or two day training session with some experts is what you have in mind. **We have developed and conducted sales training on products, services, software and spare parts in China, Europe, Japan, Korea, Singapore, Taiwan, and the US.**
- Your customers are employing PICOS (Performance Improvement and Cost Optimization of Suppliers) or other aggressive supply chain management negotiation processes against you, and you're not dealing with them effectively. **We have sold products and services to companies who employ these methods, we've seen firsthand what works and what doesn't, and we can help ensure that your company gets the best possible prices and terms when facing these tactics.**

There is only one way to find out if working with Maher Marketing is right for you. Please contact us to schedule a free consultation. Thank you.

Contact

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