

We Deliver Results... *Consistently.*

Sanford Group has successfully launched dozens of new products to the market. In every case, we increased our customers' sales and market share. Ask us how our proven strategies and tools can aid your business.



Who are we?

Sanford Group is a leading consulting firm providing strategic marketing, marketing communications, design services and consulting to a variety of industries including IT, life sciences, energy, military/aerospace, and professional services. We provide our clients with insights, strategies and materials that help them improve their business performance. Sanford Group is dedicated to helping clients reach their goals in the most effective and expedient manner.

What can we do for you?

Sanford Group offers the experience, innovation and resources necessary to succeed in today's challenging markets. By working with you, not as a vendor but as a partner, we help you uncover new opportunities while addressing your challenges. We help you:

- Find your target market
- Respond to changing market conditions
- Create and sustain competitive advantage
- Allocate resources to maximize return on investment
- Maximize the results of your sales efforts
- Build your brand

"Detailed oriented, concise and on target. Sanford Group delivers solutions that work!"

Kathie Nordt - President
i.focus corp.

Why Sanford Group?

At Sanford Group, we view markets from the most important perspective-the customer's. This intimate understanding of how customers think allows us to craft effective strategies that yield tangible results. This is the Sanford Group advantage.

Let Sanford Group accelerate your business.
Call us at (713) 466-3832 or
email us at info@sanford-group.com.

SYNERGY

Together, we will make your business a success

From strategic goals to tactical actions and measurement, Sanford Group provides the experience and services needed to improve your business performance. Our services include:

Strategic Marketing & Planning

Most businesses fail for lack of strategy, not execution. All too often companies scurry from one project to the next without any notion of where they want to go. However strategic marketing is all about exploring the market place, defining a goal, then taking the right steps to reach that goal. With the use of strategic marketing and planning, decisions are based on market indicators and intelligence, not on a hunch. At Sanford Group, we are experts in strategic marketing and planning. Whether assessing if a market is tenable, determining the requirements for a product to succeed, or calculating how best to position a business, Sanford Group can help put you on the path to success.

Sanford Group was exceptionally responsive - great ideas, quick execution, and a pleasure to work with. We couldn't have gotten where we have without this talented group!

Laura Capper
CAP Resources

Marketing Communications & Design

Many companies use marketing materials in their sales efforts; however, truly effective marketing materials are just one component of a larger marketing plan. At Sanford Group we sit down with you to figure out the best way to attack your target market. We help determine the most effective mediums to reach your audience, the best words and illustrations to catch attention, and the right promotions to ensure response. When you are ready to upgrade your marketing materials, we also design fabulous tools. Whether annual reports, brochures, folders or mailers we can provide materials that tell your story with clarity and finesse.

Business & Marketing Consulting

When you need expert advice, Sanford Group is here to help. Our consulting services involve much more than simply advising you on business or marketing strategy. Rather, we take a collaborative approach that injects fresh ideas and perspectives into strategic planning and communications activities. Whether you know exactly what your organization lacks or you are unsure as to how we can help, we invite you to contact us today to discuss your needs.

Special Projects

When a special need occurs outside the standard categories, Sanford Group can often still help. Contact us to discuss your needs. If we have the expertise to help, we will make a proposal.

New Business Startup

Marketing new business ventures require a different mindset than marketing an established business. Whereas an established business may focus on any combination of maintaining their customer base, improving their position, or promoting their brand, the new business is always focused on growing their sales and establishing a customer base. Because of this, we have established a "new business" team as well as a set of practices specifically for these type clients. Sanford Group knows just what to do, to make a new business take off. Call Sanford Group now for more details.

Put Sanford Group to work for your team.
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