



# Strategy & Management Consulting

*Taking CRM adoption and effectiveness to the next level*

At E Squared we have more than 20 years of experience in helping organizations adopt and maximize CRM investments. We combine best practices in sales execution along with a proven methodology for cultural change to impact how people think about and use CRM. Our services cover the full spectrum of sales, marketing and service operations optimization.



## CRM

- ◆ SELECTION
- ◆ IMPLEMENTATION
- ◆ OPTIMIZATION/FORENSICS
- ◆ ADOPTION
- ◆ MARKETING AUTOMATION
- ◆ BEST PRACTICES

## BUSINESS DEVELOPMENT

- ◆ SALES SKILLS TRAINING
- ◆ PRESENTATION TRAINING
- ◆ OPPORTUNITY MANAGEMENT
- ◆ CULTURAL CHANGE
- ◆ PROCESS DEVELOPMENT
- ◆ PLAYBOOK DEVELOPMENT
- ◆ PIPELINE MANAGEMENT

## GROWTH

- ◆ SALES STRATEGY
- ◆ MARKETING STRATEGY
- ◆ GROWTH STRATEGY
- ◆ WEB STRATEGY
- ◆ DIFFERENTIATION
- ◆ SALES/MARKETING ALIGNMENT

*The key to success is a matter of having the right approach, process, and level of accountability. The most important aspect of CRM and sales performance is changing mindset in order to change behavior.*

**E Squared**

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