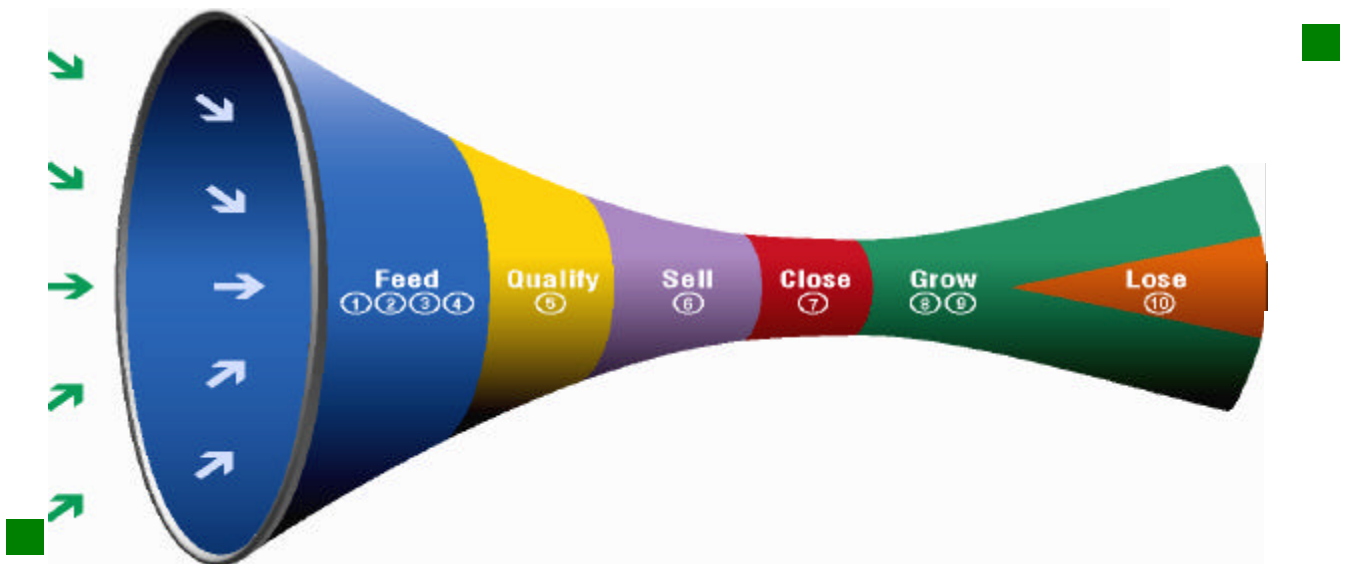


## Marketing, Communications and Sales - Support Services

### ***Lockhart Leadership applies process and industry expertise to re-engineer your marketing communications and sales:***

Through associations with senior marketing and sales professionals, Lockhart has developed a proven process view of the typical Sales Life Cycle (SLC). We use this model to measure current levels of performance within your sales and marketing activities, identify



Typical Sales Process — Most Sales processes can be broken down into stages that can then be measured and if necessary enhanced to maximize the over all life-cycle of a customer relationship. Experience has shown that often, even small changes to the balance or the effectiveness of the various stages in the process can leverage huge changes in the output. This translates into higher productivity from your sales process and can therefore lead to rapid increases in business volumes.

Lockhart partners with Marketing Edge, and other senior marketing, communications and sales professionals to apply quality principles to marketing and sales; What is often seen by organizations to be more of “an art” can actually become a predictable and manageable process, once it is better understood.

### **Lockhart Leadership Limited**

20 Midland Crescent  
Nepean, Ontario, Canada K2H 8N1  
Tel: (613) 721-8220  
email: [gcard@quality-manager.ca](mailto:gcard@quality-manager.ca)  
[www.lockhart-leadership.com](http://www.lockhart-leadership.com)  
[www.quality-manager.com](http://www.quality-manager.com)