



***e-Xelerate Rx™* – When time is of the essence and nothing else will do**

ValeoVox Offers a New Proprietary Brand Building Tool

Ask yourself... What do you do when:

- ➔ Your product launch didn't meet expectations...
- ➔ Competition is ahead and your brand is losing share...
- ➔ Something happens completely out of the blue... And you're not sure why.

You can find the reasons for these difficulties by working with us to explore what is causing a shift in your market, what your competitors are doing differently, and what you should do, specifically, to increase your visibility and boost your revenue.

e-Xelerate Rx™ (e-Rx™) enables you to find answers to many of your questions by giving you definitive market intelligence and insights into your business and strategic direction. Each case is customized to answer your very specific questions.

The process is straightforward:

Ask the right questions...

With e-Rx™ you can focus on getting the answers to three vital questions:

- ➔ Can you build a bigger brand?
- ➔ Does the market potential support this?
- ➔ Is it feasible to achieve?

e-Rx™ utilizes tested analytical techniques through a unique issues examination that delivers answers to your critical questions. It can provide a credible case that the market is there, that your product can deliver, that the implementation path is clear and that the risk is manageable.

Generate Solutions...

- ➔ **Base Case Scenario:** The current overall product strategy remains in tact, but changes to your current marketing tactics alter major stakeholder needs and the resulting *magnitude of improvements is measurable.*
- ➔ **Upside Potential Scenario:** The current overall product strategy charts a new direction and alters the rules of game and major stakeholder needs – the resulting *magnitude of improvements is significant.*

Sustainable growth of your brand is all about the ability to target, because resources are tight, competition is intense and time is of the essence. e-Rx™ provides prompt, tightly focused market and strategic brand support. The results? Hard-hitting practical recommendations and a road map that will lead you there.

BOSTON MA / BURLINGTON VT

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