



JPE Inc. Consulting Arms Companies for Collateral Damage

JPE Inc. Consulting Releases New Foundational Artifact Kit Development Service for Technology Companies to Arm Their Sales Forces to Make a Substantial Dent in the Market and Get Their Offerings Noticed

Cape Coral, FL – JPE Inc. Consulting, a global provider of Technology Marketing and Business Consulting Services today announced the launch of a new professional service package, the JPE Collateral Kit for Technology Companies. This Kit is a comprehensive set of custom Collateral Marketing Tools and Sales Artifacts used to help launch a new product or service, or to dramatically increase awareness of an existing one.

The Collateral Kit includes the development of: Tag Line, plus 50 & 100 Word Description Blurbs, an Introductory full-color Data Sheet, Corporate Theme Proposal/Report Cover Sheet, an Executive Solution Profile on the Offering, a Detailed White Paper, Website Copy & Graphics, and a set of PowerPoint Presentation Slides. These tools are available as a complete set, or can be obtained a la carte, as needed. A variety of Optional Artifacts are also available.

“The number one problem most technology companies have in taking any new offering to market,” explained JPE CEO Robert Gelinias, “is figuring out how to tell its story in a vibrant, compelling way that clearly positions and differentiates it, while garnering target market attention and stimulating decision-maker interest. This is what strong sales and marketing communication collaterals are for. Yet for many smaller companies this can be an arduous, time consuming, and expensive process. The Collateral Kit makes this key supporting process easy and simple, and best of all, can be fully enjoyed for less than the typical cost of a single marketing staff resource for one month.”

Complete details, pricing, and examples of the JPE Collateral Kit can be found at:
<http://www.jpeinconsulting.com/collateralkit.htm>

About JPE Inc. Consulting:

JPE Inc. Consulting is a Creative Marketing Services, Business Modeling and Consulting firm, focusing primarily on Technology Start-Ups, Early-Stage, and Growth-Oriented companies. JPE provides technology firms with Virtual Marketing On-Demand (VMOD), which serves to help them define and refine their vision and value propositions, and then design and implement their go-to-market strategies.

Contact:

JPE Inc. Consulting MarCom/PR
239-247-3213 | info@jpeinconsulting.com | <http://www.jpeinconsulting.com>
Twitter: www.twitter.com/JazzPossum
###