



## Marketing Assessment Boosts Sales Pipelines

*JPE Inc. Consulting announces its Marketing Capabilities and Maturity Assessment Service, which gives technology business leaders a comprehensive analytical tool to quantify and improve their sales and marketing ability.*

Cape Coral, FL, August 7, 2009 – “It’s impossible to penetrate new markets with new products and services without an effective marketing capability,” states Robert Gelinias, CEO of JPE Inc. Consulting. “But young companies will never have an effective marketing capability until they know exactly what they need to be doing and not doing, who is doing what, what isn’t getting done that needs to be done, and what tools and resources they must have to battle and win in a fiercely competitive marketplace.”

This assessment analyzes over 100 key marketing elements in ten different major marketing activity categories, ranging from corporate branding and development of sales collaterals to the examination of lead generation campaigns, sales tools, prospect and competitive databases, to corporate communications, website design and effectiveness, and much more.

The output of this diagnostic exercise is two-fold: first, an exhaustive inventory – by prioritized task, owner, and quantified man-hours – of exactly where a company stands in terms of their current marketing capabilities; and secondly, it provides a detailed roadmap of exactly what a company needs to do to strengthen and mature their marketing capabilities.

“The purpose of this tool is to give business leaders a means of truly objective decision making regarding their marketing direction and investments,” Mr. Gelinias added. “Truly effective marketing is an operational imperative that translates directly into more effective sales engagement, which fills up sales pipelines, which means better revenue results.”

### **About JPE Inc. Consulting:**

JPE Inc. Consulting is a Creative Marketing Services, Business Modeling, and Consulting firm for IT Companies, focusing on Start-Ups, Early-Stage, and Growth companies. JPE helps technology firms define and refine their vision, value propositions, go to market strategies, and then plan and execute them.

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