



The BOT Alternative for IT Sales and Marketing

If your sales and marketing results are disappointing, hiring a new VP of Sales and Marketing may not be the best answer. A BOT strategy just might be what you're looking for.

Cape Coral, FL – JPE Inc. Consulting, a global provider of Technology Marketing and Business Consulting Services today announced the availability of its BOT Marketing strategy for custom sales and marketing development programs.

“The idea is simple,” explained Robert Gelinas, CEO of JPE Inc. Consulting. “Often, when companies see their sales pipelines waning and revenues tapering off – the kneejerk reaction is to jettison their sales and marketing management, bring in fresh blood, and let the new person have a fresh go at it. That strategy can work, but it isn’t certain it will. The only thing that’s certain when hiring a new top sales and marketing executive, if you can find a good one, is that it will be time-consuming, tedious, and likely very expensive. There is an alternative, however, and that’s to apply the BOT strategy that many software development outsourcing and remote data center organizations have figured out.”

BOT stands for Build, Operate, Transfer. Basically, the concept is to let someone else build something for you, get it operating, then turn it over to you—like building a new house and handing you the keys. In a sales and marketing context, the idea is for an expert third party to perform all of the initial market analysis, marketing plan development, crafting of all the lead generation and market penetration campaigns, putting in place all the infrastructure, skilled-role personnel, and all else that is required for the ramp-up of a strong sales organization. Once fully operational, then the administration and management of it can be transferred to the oversight of the company, typically for far less direct cost than that of hiring a single executive, and it can all be done in much less time than doing it themselves.

For additional information, a free downloadable white paper on BOT is available at:

<http://www.jpeincconsulting.com/JPEDocs/The%20BOT%20Alternative.pdf>

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.

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