

Long term customer relationships are built on understanding customer needs and expectations. When successful, satisfied customers will contribute to the profitable growth of your company. Your products and services need to be targeted into the appropriate market segments with value-added benefits. Understanding who your customers are, what their needs and expectations are and where they are in their business cycle at any given time, are keys to nurturing loyal customers. And loyal customers translate into maximized profit.

Chartwell Kent provides services that contribute to the entire sales and marketing chain from new product introduction to the management of mature products and post sales support. With the focus on the 'customer business life-cycle', Chartwell Kent will collaborate with you to refine current programs or start building your strategy and plans from the ground up. Consumer and business-to-business sales / marketing solutions;

- market research
- strategy and plan development
- assessment/refinement of existing strategy and plans
- create/implement sales and marketing programs
- web site management (creation & maintenance of web site content).

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Building Customer Centric Solutions

