



Marketing Strategy • Business Development

Overview



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What We Do

- Fletcher&Company is a B2B marketing firm that specializes in strategy and business development
- We help B2B companies craft their ‘go-to-market’ strategy, solve marketing challenges, and grow their businesses
- Through inquiry and analysis, we assess internal capabilities and challenges, make sense of competitive landscapes and clarify growth opportunities
- We conduct customer and market research, provide market insights, and assist our clients in making important strategic decisions

What We Do

Our work is divided into 4 service categories specific to our B2B client needs:

1. **Consulting** – projects focused on crafting ‘go-to-market’ strategy, solving marketing challenges, providing market insights, making strategic decisions and growing the client’s business
2. **Facilitation** – offsite team meeting design and facilitation in the areas of strategy and business development
3. **Coaching** - working one-on-one with business owners, marketing directors, and sales executives on the execution of their growth agenda
4. **Speaking** – keynote presentations on the topics of marketing strategy and business development at meetings and conferences

Who We Serve

- We specialize in serving privately-held B2B products and services companies typically in the \$5MM to \$50MM revenue range
- We assist CEOs, marketing executives, owners, senior management teams and boards of directors:
 1. Who are at a critical decision point,
 2. Whose path forward has become uncertain due to changing conditions,
 3. Who believe the company is underperforming its revenue growth potential,
 4. Who need assistance with their marketing strategy and business development process
- We work with private equity investors assisting with the due diligence process of acquiring B2B companies

Who We Are

- Fletcher&Company's founder and managing partner is Doug Fletcher. Doug is an experienced B2B strategist, business development professional and pragmatic problem solver with 25 years in professional services, high-tech and software
- Doug's career experience includes Fortune 100 (GE), mid-sized (EDS and A.T. Kearney), and early-stage companies (North Star)
- From 2004-2014, Doug was the CEO of North Star Consulting Group, a global, technology-enabled consulting firm specializing in employee feedback & customer satisfaction surveys
- Fletcher&Company partners *as-needed* with research analysts, industry professionals and subject matter experts to help you achieve your objectives

How We're Unique

1. We are pragmatic and action-oriented. Our work combines strategic thinking with practical 'go-to-market' experience
2. You get senior leadership on every project. We bring 25 years of practical B2B experience in both marketing strategy and business development
3. We focus exclusively on privately-held B2B companies in the \$5MM to \$50MM revenue range

Our Approach

- All projects are focused on delivering tangible outcomes oriented toward developing a well-conceived marketing strategy, improving business development efforts, and growing your business
- We provide a portfolio of proven, no-nonsense assessments and frameworks to assist you in growing your business
- Projects begin with a services agreement that clearly articulates objectives, scope, deliverables, schedule and budget
- Each project is guaranteed to your complete satisfaction as outlined on page 9

Testimonials

“Doug is the real deal. Smart, honest, sincere and passionate. There are few people you trust implicitly, he's one of them.”

Chuck Mollar
MCG Partners

“Doug is terrific. He helped us understand what was constraining our growth. The result was a 27% increase in our revenues over a six month period. His genius is to be able to focus what gates a firm's growth and craft a plan that has broad buy-in from the team. He is a pleasure to work with and I would strongly recommend him to any B2B firm looking to more fully unlock its potential.”

Tom McMakin
Chief Executive Officer
Profitable Ideas Exchange

“Doug Fletcher is simply a catalyst for good business decision making. Doug has always been able to provide a new perspective for even the most difficult business situations faced by today's leaders. It is his willingness to gather and listen to the perspectives from all parties that allows Doug to provide the sound counsel which guides organizations successfully forward. I highly recommend Doug.”

Cliff Farrah
President
The Beacon Group

“Doug was very helpful in performing customer due diligence on a recent platform acquisition. He worked very well with the Seller to get him comfortable to discuss his business with key customers and was able to extract critical information for us to understand the company's value proposition. The information Doug provided us was both helpful in diligence, but will be even more valuable in growing the business.”

Nick Sayer
Vice President
Concentric Equity Partners

“Doug Fletcher is an excellent strategic thinker. He questions, listens, and then brings his deep business experience to bear on the situation. You're always glad Doug is working with you because you know his involvement will lead to a better outcome.”

Dr. Kregg Aypes
Dean
Jake Jabs College of Business and Entrepreneurship
Montana State University

Our Guarantee

I am personally dedicated to providing each of our clients with our very best work. I feel so strongly that you should have a positive experience with our services that I provide this guarantee:

“Our work is guaranteed to your complete satisfaction. If you are not completely satisfied with our services, we will, at your option, either waive professional fees or accept a portion of those fees that reflect your level of satisfaction.”

Doug Fletcher
Founder/Managing Partner



Fletcher&Company is a marketing consultancy that specializes in strategy and business development. We serve privately-held B2B products and services companies typically in the \$5MM to \$50MM revenue range. We assist our clients in solving marketing challenges, making strategic decisions, and growing their businesses.

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