

## Which consultation is desired? Spectrum H + P

- Acquisition, cooperation?
- Added values?
- Advertising?
- Brand consultation?
- Competition observation?
- Cost reduction?
- Customer binding consultation?
- Customizing?
- Dealer management?
- Deviate from the competitors?
- Documentation consultation?
- Dynamic Optimisation Process?
- Employee binding?
- Extension of market shares?
- Efficiency increase?
- Fair-Event - consultation?
- Holistic view?
- Interim management?
- Internet appearance?
- Innovation consultation?
- Leadership?
- Logistic?
- Market analyses, -studies?
- Marketing-Mix consultation?
- Moderation?
- New customer acquisition?
- Organisation consultation?
- Personnel assessment?
- Personnel recruiting?
- Price policy?
- Product development?
- Process optimisation?
- Sales consultation? Systems?
- Service?
- Strategic marketing and sales?
- Strategy development?
- Strategy examination?
- SWOT analysis?

