

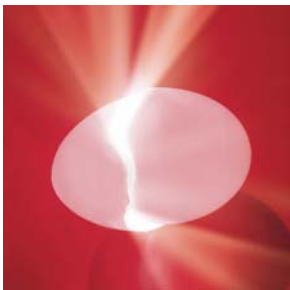
new business development

• solutions • ideas • innovation • strategy • improvement • plan • implementation • know-how



new direction with business strategy

To succeed you must put the “right” decisions into action. This includes balancing vision and implementation, technology and tactics, big ideas and the bottom line. We look at the marketplace, explore options, determine what is possible, and then carefully assess with you whether those opportunities make business sense. What is the financial impact? Should you move from product-focused operations to a customer-focused model?



the plan: a design for improvement

In business it takes a careful balance of creativity and discipline to turn strategy into results. We help you to identify potential customers, differentiate them based on value and needs, interact with them efficiently and effectively and customize your product / service offerings based on research and planning. It is about transforming customer and consumer knowledge into an optimal strategy, plan, and roadmap for success.



efficient, successful plan execution

Since 1983, we have helped hundreds of companies align their strategy with successful implementation. We'll help you develop an implementation strategy to jumpstart underperforming departments or projects. We help align the resources to use and assist with change to help your company understand and embrace new methods and strategy. We'll help infuse focus, energy and commitment so you can get business results - quickly!



embracing change, gain commitment

Inspiring an organization to change the way that it interacts with its customers and attacks the marketplace requires a communications strategy that starts at the top and cascades throughout the enterprise. We work with clients to develop tools for employees who face customers everyday; to custom publications supporting an internal or external communications strategy; we provide the marketing communication content and the learning platforms.

what we do

LANGWORTHY COMPANY is a sales marketing and management consulting firm that helps develop strategy and “how to” action steps to jump start projects or under performing businesses.

how we do it

- Research
- Business Strategy
- By design: a Plan
- Focus Communications
- Diligent Implementation
- Implicit Execution
- Teamwork
- Training & Support

what you get

- Ideas & Solutions
- More Sales
- Profit Improvement
- Company Direction
- A Plan to do it
- Contingencies
- Better Decisions
- Team Commitment

how you benefit

- Improved Sales
- Improved Profit
- Greater Marketshare
- Less Customer Turnover
- Relationship Buyers
- Greater Confidence
- Greater HR Performance
- Competitive Advantage

Langworthy Company CONSULTANTS

• Management • Strategy • Sales Marketing • HR•

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“Since 1983, Joe Langworthy has been diagnosing illnesses and prescribing remedies for ailing area businesses.”

Small Business News