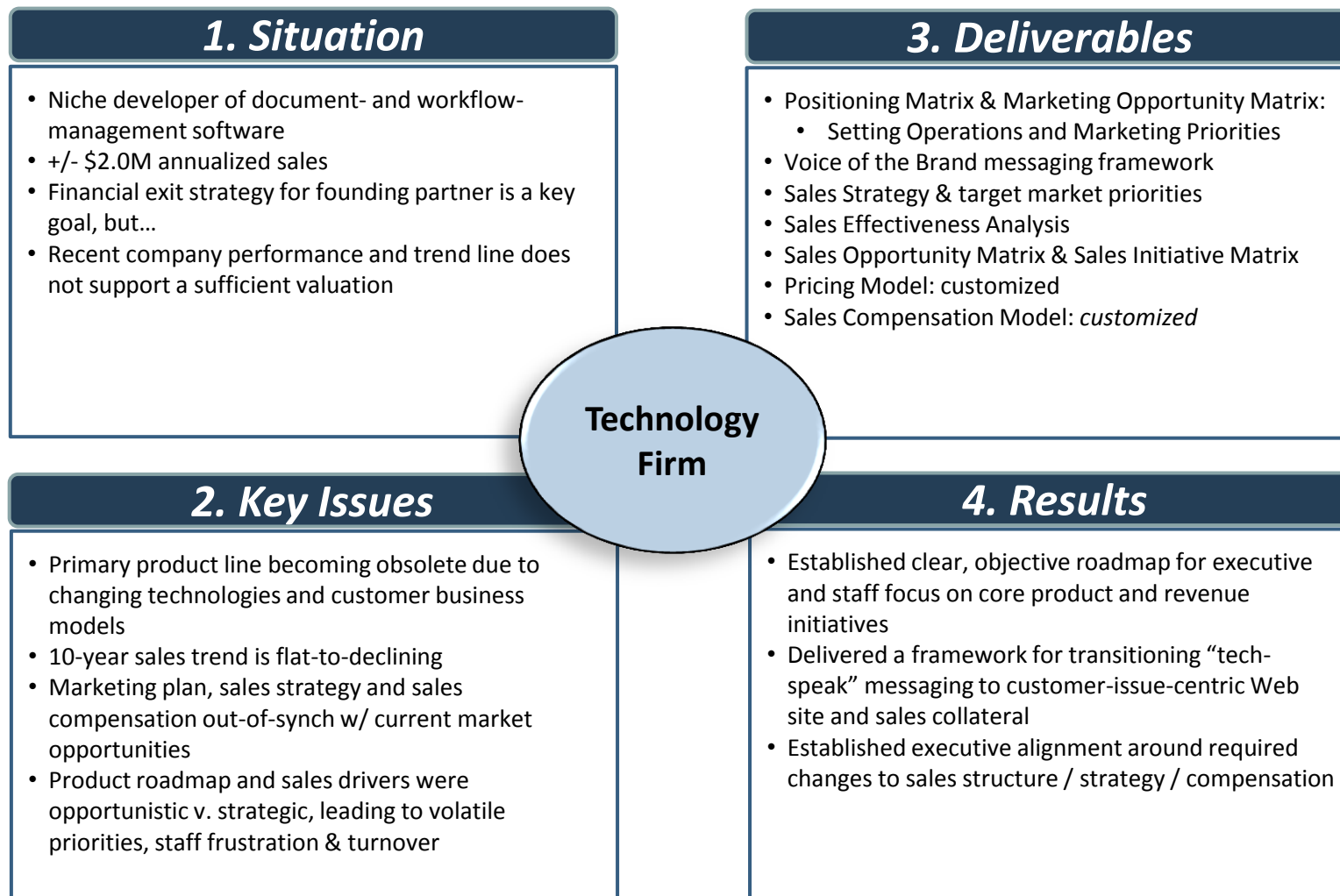


# Case Example: Sales & Marketing Strategy Reengineering



“We knew we needed to make some significant changes. Conequity was able to help us pinpoint strategies to drive sales focus, to clarify our marketing messaging, to build a compelling pricing model, and to take the necessary steps to execute on those changes.”

**President, Software Development Company**