

# 5 Core Services

## Technology Practice

Serving industries including but not limited to global enterprise software, computer software, and telecommunications.



### - Services -



Primary Intelligence



Trade Show Intelligence



Strategy Workshops



Win/Loss Analysis



Competitive Assessments



## Primary Intelligence

Fletcher/CSI specializes in the collection of qualitative insights through primary interviews with its network of subject matter experts in the Technology industry



## Trade Show Intelligence

Leading Technology companies rely on trade show intelligence to monitor new product launches and trends at industry events



## Strategy Workshops

On-site strategy workshops are an excellent means of bringing together a group of individuals and leveraging their collective brain-power to develop innovative strategies.



## Competitive Assessments

Assessments of competitor's category management, manufacturing, and sales capabilities are an excellent means of identifying competitive advantages and weaknesses.



## Win/Loss Analysis

Win/Loss analysis is an ongoing, systematic analysis of why deals are won and lost and many companies use this service to identify strengths and weaknesses.

**Start Improving Your Strategy Today!**



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