

# warrenbdc

Increasing the VALUE of your business through...  
**Integrated Sales & Marketing**

## Introduction

Warren Business Development Center is dedicated to providing established Small and Medium-sized Businesses with all the quality Integrated Sales & Marketing, Services & Education needed to increase the value of their company. Our vision is to deliver services and education as strategically sound complete integrated communication programs. These programs are all-inclusive and tailored for your individual needs and budgets, or available on an a la carte basis. We provide the learning, the thinking and the doing. It's tough running a business, especially in these rapidly changing times. We can help you be more productive, increase profitability and get your sales and marketing working together. We are your single source for satisfying any requirement from small targeted programs right up to outsourcing all of your sales and marketing. We can lighten the load and help to boost the value of your business.

## Primary Audience

Small and Medium-sized Businesses (SMB) with annual sales of \$1 - \$25 million. Also Corporations with distribution channels made up of VARs, Dealers, Agents and Franchisees who are by our definition SMB.

## Secondary Audience

Established Small Office and Home Office (SOHO) businesses with \$250,000 - \$1million sales annually. Today many profitable businesses fall under this category often requiring the same services as an SMB.

## Services

We work closely with our clients to Develop and Implement a customized 'Sales Results Program'. If it fits under Sales or Marketing we can help with Strategy and Execution. Get **Sales** help. Get **Marketing** help - both **Traditional** and **New/Social Media** Marketing.

**Sales**, encompasses all functions within the sales process from sales training to lead identification, lead generation, getting the initial sale and ongoing additional sales. Click for [Services](#).

**Marketing**, is made up of strategic, creative and production processes encompassing all services and solutions under the marketing umbrella including:

- 1. Development** of print and electronic marketing materials including strategy, writing, graphic design for print, website/online presence, social media, video and mobile.
- 2. Implementation** and **management** of traditional and new/social media marketing communications programs.
- 3. All other marketing services** including social media, printing services, website hosting, online presence management, search engine optimization, pay per click, video, database and customer relationship management, media services and much more.  
Click for [Services](#)

## Education

We believe an educated client is our best chance for mutual success. Sales & Marketing Education is a big part of what we do for you. Executive Groups, Coaching, Seminars, Workshops, Training, Networking and many more surprising events await you. Every day is filled with activities (free and paid) to help you learn, connect and grow your business. It's all available to established entrepreneurs and organizations in a vibrant and exciting one-stop environment.

**If anything you read above hits home, give us a call and schedule a FREE evaluation of your current Sales & Marketing strengths and weaknesses. We'll tell you where you are, where you need to be and help you get there.**

Call us at **416-270-2466** or [Contact Us](#) online to increase the value of your business.

