edge CONSULTING

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The Razor's Edge™

Edge Consulting and Sales Launches Offices in the Southwest!

Phoenix – May 23rd, 2008– - - - Edge Consulting and Sales, the next generation in manufacturers' representative, announces the opening of a Phoenix office. Rob Trepa, Company Co-founder and Chief Sales Officer, believes that Phoenix and Arizona will remain a vibrant territory in Aerospace, Defense, and Technology marketplaces. The christening of the Phoenix office coincides with another office opening in San Clemente, CA which is headed by Brad Fleury, formerly of L-3 Communications- Telemetry and RF Products, and now Chief Strategic Marketing Officer at Edge.

New Offices will be centered in Phoenix and San Clemente

"We believe that the uncertainties of the economy, presidential elections in November, and the potential end of the Iraq war present a unique opportunity for defense, technology, and aerospace companies." Trepa said." Solid business relationships, coupled with new sales techniques, and open collaboration with principals, allow companies to connect with customers repeatedly and lead to new projects and sales."

The core territory of the company will be Arizona, California, and Nevada. "Business consultation and projects will extend past those territories when the opportunity presents itself" Trepa explained. Trepa and Fleury offer more than 26 combined years of technical sales and system engineering experience. Edge will offer strategic planning, implementation, web development, and flexible time and materials contracts in addition to Next Generation Sales Representative services contracts.

"Our list of core services should appeal to both established and startup companies." Explains Fleury."Regardless of your current position in the marketplace we can design and implement strategies with relevant tactics to make you successful."

Edge Consulting and Sales, a manufacturers' representative, specializes in introducing unique technologies to new customers in Arizona, California, and Nevada, marketing strategies, communications, web development, and partnerships.

ISCe, AUVSI, and International Microwave Symposium 2008

Edge Consulting and Sales will continue to aggressively participate in industry trade shows . Not only are they great areas to discuss important industry trends and new products, but they offer fantastic opportunities to expand your network.

In addition to the AUVSI and ISCe trade shows held in San Diego 12 June through 13 June, we will travel to the MTT Microwave Symposium in Atlanta GA. 16 June through 18 June. We are available for one-on-one strategy sessions, capability discussions, or simple meet and greets. More information can be found on these tradeshows at the following websites.

http://www.isce.com/

http://symposium.auvsi.org/

http://www.ims2008.org/

Edge believes that you can get great results with customized trade show support packages. Promote your participation, schedule important meetings ahead of time, reduce your down time! Call us to find out more details.

877.463.5813

Special points of interest:

- Offices in Phoenix and Central California
- Why is a Sales Audit a great idea?
- Balancing Interactive Web in the Aerospace and Defense marketplace
- Upcoming Tradeshows!

Inside this issue:

Top Sales Tips	2
Sales Audits	2
Aerospace & the Web	2
Strategy	3
Business case	3
Why We Win!	3
Ethics	4

Top 5 Sales Tips

What better way to acquaint our readers with our business style than to share some of the tips that have made us successful.

1. Quality is better than quantity
2. Treat others the way that you want to be treated
3. Pick up that phone!
4. Learn about the people not just the RFP
5. Be yourself

Don't just call to call. Customer's appreciate useful and timely information. Map out the conversation before you call. You can still promote your company's brand even if you have to be the bearer of disappointing news. Take the time to relate to the customer and ensure they understand the complete picture.

Customers write the RFP and they are the ones that make the decision. Bonding with customer's projects the right kind of image to establish customer links. Nothing can break a mental block like picking up the phone and making some pre-mapped out calls to new prospects. Sell yourself and your company! Customers can spot disingenuous sales people and will do their best to avoid them. When is the last time you bought something from a cold caller?

Send your sales tips to rob@edgeconsultingandsales.com

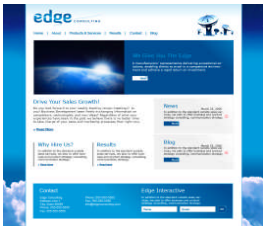
"We give your company the edge by mapping out actual steps to meet your sales goals"

Why a Sales Audit is a Great Idea

How to succeed in a competitive environment. Maximize your chances for success by assessing where you stand in the marketplace today and taking the next big step…implementation.

Edge Consulting and Sales polls key stakeholders to include customers, employees, and strategic partners. Financial performance is reviewed and current product mix is compared with competition offerings and what the marketplace is asked for. Vice President of Business Development Brad Fleury states, " Studies typically are funded to provide a snapshot of a companies capabilities." Fleury continued," We give your company the edge by mapping out a go forward strategy with actual steps to meet your sales goals."

The culmination of research and strategy is outlined in a 25 page document to include SWOT analysis and financial projections. Learn more about this service by visiting Edge's website at www.edgeconsultingandsales.com



Edge's Website at www.edgeconsultingandsales.com

Interactive Websites and Aerospace and Defense

Why bother with a great website in an industry that traditionally buys from word of mouth?

Your website speaks volumes to the kind of company that you are and shows your customers where you are headed.

It is a fantastic tool to share and gather information on product ideas, customer support,, software downloads, and projects an image of your company.

It is important to have a fantastic web page to reinforce your brand, inform customers that you are a viable forward looking company, and help attract the young and talented employees.

In a competitive environment comparing websites is a typical first step in the comparison process. When you are looking for a new car do you just call up the dealer or do you peruse websites first so that you can put yourself in a better position to get what you want? Get the Edge with a fantastic website. Check out our website and let us know what you think.

www.edgeconsultingandsales.com

Strategy, Strategy, Strategy

What comes first, the chicken or the egg? Neither. Making the Sales number comes first management says, but make sure to fill out your trip reports, timesheets, expense reports, forecast, and highlights. The first step in truly exceeding your numbers is create a detailed strategy that combines taking fabulous care of your customers, teaming with the best and brightest that industry has to offer, and making sure that the entire team is working in unison. There will always be day to day demands on your time and energy, but focus on completing steps that plug into the larger strategy of your company. Call your customers back, research a new technology, submit a new idea. A good strategy will provide direction, motivation, and create a sense of energy within an organization. All key factors that can lead to your success. Our results speak for themselves. At Edge consulting, we have a passion as well as a demonstrated track record of leading critical business development and sales related challenges to successful completion - EDGE Consulting can lead your organization to growth. We can give you the EDGE!

There are countless firms that pride themselves on giving standard consulting services, very few can translate, that service into action let alone results. Does your business have a clear plan for growth? Do you struggle with deciding which business opportunities to pursue? Are all your people aligned in the same direction? Do you know who your competitors are and understand their strategies? Do you know what marketing activities to focus on to maximize your return? Are you considering expansion into a new business area but lack information? Are you unsure how to expand your customer base?

"Focus on completing steps that plug into your company's larger strategy."

Do you need help in building a business case?

You have a great idea. Now what? How do you take this new concept and turn it into something real?

Investing in a new acquisition, product line, or IRAD all deserve a well researched and clearly written business plans. Executive Summaries, competitive and marketing analysis, and detailed financials are all important pieces of a good business plan. Write clearly and boldly. Do not be afraid to make a mistake or take a risk when you are drafting the plan. Send the document out to some coworkers once you have completed the draft. How is the formatting? Is the logic clear and easy to understand? If this has been tried in the past what is different about today's marketplace that convinces a company to seriously look at your proposal. For a free business case consultation give EDGE a call today ! 877. 463.5813

Why We Win Release 1– Technology

Edge Consulting and Sales was founded on a simple premise. That state of the art industries like aerospace, defense, and technology deserve matching Sales and Marketing organizations. Customers in today's markets are demanding great support, new products, and faster deliveries. Sales and Marketing organizations and capabilities have largely remained unchanged."I can remember my Dad making road trips to sell to the Aerospace market in the 70's." Says Edge's Chief Sales Officers, Trepa," He would get in the car and go." Transforming technologies like the internet, PC's, cell phones, were years off. Applying the exact same sales model 30 years later will not generate results needed to thrive in today's markets. Streamlined Sales processes, Proactive and tailored Press Releases, News Letters, webinars, and video conferences enable today's companies to cover more ground in a shorter amount of time. Says Chief Marketing Strategy Officer Fleury" "Face to face meetings will continue to be a critical part of our approach to business as part of a comprehensive strategy."

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Edge Consulting and Sales was founded to create the next generation of manufacturers' representative. Comprehensive strategic packages are available for customers that are looking to drive their numbers over the top. These packages include strategies for marketing and communication, sales audits, custom web deployment, and trade show support.

Commission only representation, featuring weekly territory reports, is offered in AZ, California, and Nevada. The Pacific Northwest will be supported via retainer packages, Strategic Packages will be offered Nationally. Contact us with your questions.

We Give you the Edge!

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Ethics

Do what you say and say what you mean is an important tenet of our company. We adhere to a strict code of ethical conduct that will help position your company as supplier that people can trust.

We believe in the importance of following up on your commitments and openly communicating status and information, even if is not what you r customers want to hear.

We believe that treating customers and stakeholders with respect and professionalism will lead to an improved results. It is important with principals and end customers. There is no better day to fulfill your ethical and moral obligation then today.

Surrounding yourself with people that you trust and who, in turn reciprocate, takes the focus off of what other people are doing or not doing and allows your team to focus on results.

Delivering on commitments is an important piece of our business. If you feel that you are not getting the service that you need than let us know today. Log on to www.edgeconsultingandsales.com and select Edge Interactive. Let us know the issue. You will receive a response within 24 hours which will include a suggested go forward strategy.

Call us today for a list of business references that can attest to our integrity.

We Give You The Edge

A manufacturers' representative delivering exceptional solutions, enabling clients to excel in a competitive environment and achieve a rapid return on investment.