

# RETAILACTIVITY™

## Consulting Services

VSN Strategies is a marketing advisory firm specialized on the retailing and consumer products industry. It provides a comprehensive range of strategic services, from go-to-market strategy to marketing research to content development.

**KEY CAPABILITIES:** VSN has exceptional depth in matters related to shopper behavior, in-store implementation, shopper media, and the marketing of technology and services to retail and consumer products firms.

Our Retailativity™ consulting method discovers *your company's thought leadership* and reveals it to the market through clear, compelling communications. We choose not to “speak geek.” Instead we address business reasoning in the language of senior decision-makers.

The results: Your top managers address your value proposition in the terms that are persuasive to analysts, investors and clients. Your sales professionals carry your brand's enhanced credibility into every call. You speak to the vital business concerns of your retail and consumer products customers.

**DELIVERABLES:** Depending upon client requirements, we deliver a range of work product, from market research and presentations, to white papers and book-length reports. We create the articles and commentary that your PR firm is not expert enough to handle. We prepare the collateral pieces and Web copy that help your technical and product experts sound like the thought leaders they really are.

We also help clients with baseline marketing, including B2B go-to-market strategy, competitive analysis and product feature development. We facilitate internal strategy summits, and we are “on-call” for corporate visionaries who desire an objective sounding board to help with key decisions.

**PRINCIPAL:** Founder and “prime mover” at VSN is James Tenser, a marketing professional with more than 25 years of experience as consultant, analyst and business journalist. A gifted writer, thinker and communicator, he has helped dozens of companies *get the strategy right and the message clear*.

**INDUSTRY KNOWLEDGE:** VSN's Retailativity™ philosophy is grounded in the knowledge that *any solution, regardless of technical sophistication, can only be as sound as the business reasoning behind it*. With that end always in mind, we maintain close, ongoing study of developments across the extended retail and consumer products industry. We continuously monitor developments in marketing, merchandising, operations, and academia to ensure that our clients stay on target and on-message with current industry thinking. We stay abreast of industry dialog by participating in conferences and contributing articles to a range of publications.

**WHY YOU NEED VSN:** You've got a business to lead. Your team is focused in pursuit of sales and product development goals. *Your company is technically brilliant, but prospects don't always "get it" when you present your superior capabilities.* Market and competitive research, planning and strategic messaging seem like luxuries you don't have time for. You need assistance in keeping abreast of industry developments. You need a go-to resource to help meet emerging challenges or surges in demand. *You want a resource that can help you out-think and out-communicate the competition.*

**TEAM:** Led by James Tenser, VSN draws from a network of exceptionally talented independent writers, researchers and professionals who collaborate on an as-needed basis as client interests require. This means clients invest only in the experience and capabilities they need, re-

gardless of the scope of an engagement. It also means no project is too large or due too soon – we mobilize rapidly and work collaboratively alongside your marketing professionals and outside PR counsel.

**CLIENTS:** VSN has helped a diverse range of organizations with customer-centric strategy, go-to-market positioning, customer relationship optimization and strategic marketing communications, including: Dial Corporation, Eastman Kodak, Cabco USA, American Express Co., DemandTec, IBM Global Services, RetailTactics, Khimetrics, Interactive Edge, PRN Networks, Hewlett Packard, Cisco Systems, The Partnering Group, King County Library System, Hoyt & Co., NARMS, Gourmet Award Foods, Del Monte Fresh Produce, Accuvia, Quarles & Brady; NRF Foundation, M-Factor, Vcommerce, Phoenix Public Library and others.

## RETAILIVITY™ CONSULTING & THOUGHTWARE:

**MARKET STRATEGY:** VSN Strategies works regularly with technology and services companies on go-to-market strategy. We perform comprehensive market assessments and confidential competitive analyses. We coach senior managers on strategic decisions. We facilitate workshops and executive briefings.

**MARKET RESEARCH:** VSN Strategies conducts marketing research in areas related to shopper behavior, customer service practices and consumer perception, for clients as diverse as produce growers and public libraries. We employ current online survey and interview methodologies where appropriate.

**WORKSHOPS AND WEBINARS:** VSN Strategies leads educational workshops on issues of industry interest. Current hot topics include: In-Store Implementation; Merchandising Performance Management; Shopper Media.

**EXPERT TESTIMONY:** VSN Strategies Principal James Tenser accepts a limited number of expert witness assignments on civil matters where his business expertise is strongly relevant. Recent cases have addressed coupon practices and in-store marketing kiosks, in disputes involving anti-trust and contract issues.

**LEARN MORE:** *To discuss how Retailivity™ consulting services from VSN Strategies will advance your industry thought leadership and refine it into strategic marketing decisions that make a measurable difference, contact James Tenser, principal.*



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