

IGNITE Launches Customer Advisory Board Services to Help SMBs Reach C Suite Executives

By IGNITE Advisory Group

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Specialized consulting firm launches new sales enablement services, including customer advisory boards, user groups and executive forums to help organizations reach senior decision makers to drive greater, larger sales opportunities.

NEW YORK, NY, June 1, 2009 – IGNITE Advisory Group, a specialized consulting firm focused on empowering sales teams at small-to medium-sized (SMB) organizations, today announced a suite of sales enablement services to help businesses like Millbrook Inc. reach senior decision makers at prospects and customers. This C-level access is designed to drive larger sales opportunities and to educate the sales team to think and speak like the target buyer.

“IGNITE created an Executive Council for us that brought a number of executives together to discuss current business drivers and how Millbrook could help them improve their business performance,” said Jack Plunkett, President, Millbrook Inc. (a business intelligence software manufacturer for property and casualty insurance carriers). “The Executive Customer Council far exceeded our original expectations and has been very effective in putting our executives in front of our customers’ senior management team. In fact, it helped us wake up a dormant account in which we only had access to the CIO. We are now talking directly with the C level executives and are on our way to closing a major deal. We are extremely pleased with the results and the level of professionalism IGNITE has shown during this process.”

IGNITE Advisory Group (<http://www.igniteag.com>) is offering a range of professional sales enablement services, including:

- Customer Advisory Board (<http://www.igniteag.com/HowItWorks/CustomerAdvisoryBoard/tabid/1763/language/en-US/Default.aspx>) – to engage executives from the customer base in a meaningful dialog and develop a non sales-threatening relationship that can lead to large sales opportunities
- User Group (<http://www.igniteag.com/HowItWorks/UserGroups/tabid/1765/language/en-US/Default.aspx>) – to create evangelists of the organization’s products and services and to bond with super users that can help provide access to C-level executives
- Executive Event (<http://www.igniteag.com/HowItWorks/ExecutiveEvents/tabid/1764/language/en-US/Default.aspx>) – to close sales deals and align one’s C suite with the customers’ C suite

“Too many small- to medium-sized businesses face the perpetual sales challenge of not being able to reach senior decision makers to drive large sales opportunities,” said Eyal Danon, CEO of IGNITE Advisory Group. “They’re typically mired at the mid-management level and can’t effectively bring in macro-level, big dollar deals. Our new services are designed to bridge this gap and provide a platform for our customers to engage, influence and leverage top management at customer and prospect organizations in order to generate large opportunities and learn to think and speak like the customer.”

To learn more about IGNITE Advisory Group’s solutions, please visit us at <http://www.igniteag.com/>.

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About IGNITE Advisory Group

IGNITE Advisory Group helps small- to medium-sized businesses create high-level sales opportunities by fostering non-threatening executive interactions with C level customers and prospects. IGNITE offers a suite of services for the facilitation and management of a customer advisory board, user group and executive event. The company serves a broad range of customers, with a specialization in the B2B high-tech industry. Clients include companies such as the Gerson Lehrman Group, NICE Systems (NASDAQ:NICE), Sapines (NASDAQ:SPNS), Millbrook Inc., Sparta Systems, SoundBridge, and others.

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Tags	customer advisory board, user group, advisory board, c-suite, executive forum, executive event
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