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Intellitrends Clients Find Big Payoff Doing Some R&R

Clarkston, Mich. October 1, 2011 – Businesses seeking growth in a down economy are spending some R&R time at Intellitrends' *Idea Center* refocusing and realigning their go-to-market strategy with Intellitrends' **Refocus-Refresh** Session.

Executives are finding that taking a business “spa-day” allows them a day of forward thinking - away from the normal reactionary mode. Intellitrends' Refocus-Refresh (R&R) Session provides a day of fun and creative thinking. Team activities and discussions geared on focusing and prioritizing results in a refreshed vision and an action plan on how to gain new market share and bring more value to their existing base.

Our team combines primary and secondary market research, win/loss experiences, and one-to-one conversations with prospects and customers to form the basis for idea generation.

Answering the following questions is the targeted key outcome of these off-site sessions:

- *What is our vision?*
- *What is our value proposition?*
- *Who is or will be our primary and secondary competition?*
- *How can we most effectively build relationships with our customers?*

Action plans have included refining company websites, designing new marketing strategies and refining sales presentations, perfecting elevator pitches, making personnel realignments, establishing operational procedures, creating value-added services and exploring social media strategies to reach targeted prospects and customers.

“Our clients have walked away from the sessions with an upbeat, re-energized focus on their business. We help them get back on track in the chaos and clutter of today’s business environment,” says Keith Stone, Executive Vice President of Intellitrends. “We treat these sessions like getting a sports team ready to go into play offs: identify your market strengths and weaknesses, focus on your competitors’ vulnerabilities and then design a ‘playbook’ to win.” continues Stone.

Every client that has participated has returned for additional Refresh-Refocus sessions to keep the momentum and stay on track.

About Intellitrends — Marlene Stone founded Intellitrends LLC in 1989. Intellitrends is a leading international provider of research and analysis to a varied array over 50 clients. Serving as a market vision company providing customized customer research and intelligence studies, including; product and services validations, focus groups, customer and employee satisfaction studies, and WIN/LOSS reviews. Intellitrends focuses on delivering objective, in-depth analysis and actionable advise to make informed business and marketing decisions. Intellitrends has offices in Clarkston, Michigan and Dallas, Texas.

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