

Evangelists - the Go to market Experts

Company Profile:

Evangelists is a provider of IT Research, Strategic Consulting and Advisory Services. Evangelists' experienced analysts and consultants are trusted advisors to IT companies, and more importantly to the end users of these technologies. To this end, we have created an excellent network of Chief Information Officers (CIOs), Chief Technology Officers (CTOs) and Information Managers across a gamut of industry segments.

Geographies Operated:

India
North America

The Go-to-Market Hype

In the last few years Go-to-Market Strategy has undergone the highest level of transformation in the area of sales and marketing. Companies are becoming increasingly focused and sophisticated in the way in which they compete to create superior customer value. We provide our clients with the expertise, marketplace research, resources, marketing seminars and tools needed to design and implement a Go-to-Market Strategy that helps to grow long-term market share and profitability.

Addressing the challenges

Evangelists helps its customer device Go-to-Market strategies, which include the most critical functions required to successfully run a business. The strategy includes:

- In-depth understanding of the vendor technology and any existing product
- Assistance in executing product strategies
- Identification of desired features for low hanging fruit and value proposition for products and services

Most companies do a very poor job of categorizing their customers. Evangelists, the Go-to-Market experts initially conduct market landscaping and sizing to understand the meaningful customer traits that allow us to design focused go-to-market strategies for our customers:

- What are their current and future needs?
- What is their buying behavior?
- What are the critical factors in their purchase decision?

With this information, Evangelists offers the right product through the right channels with the right message. Evangelists discovers the intentions and interests of your customers, so that we can help you meet them in the marketplace.

Contact us at: www.evangelists.in

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