

Tony Rath Consultancy

Sales and marketing excellence since 1982



MARKETING SERVICES THAT DELIVER

Established in 1982, we are one of most experience marketing teams in the UK. Our clients include:

Apple
Bull
BT
Microsoft
Fujitsu
plus many retailers and resellers

Other services include:

Product Launches

Instore Product Promotions

Field Marketing

Exhibition management

Seminar organisation

Event management

Competitor Analysis

Mystery Shopping

Test Marketing

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You need us:

If you have reduced head count

Require additional resources in channel/retail marketing

Need to recruit and train temporary sales and marketing staff

Promote products and services via retail and reseller networks

Develop reseller/retailer networks for high technology products

Develop in-house campaigns for retail and reseller promotions

Train retail staff in product awareness for high technology products

Staff Training Services

Training is based on experience, most importantly CURRENT experience of the extremely competitive retail and reseller market place in promoting high technology products Courses include:

PRODUCT AWARENESS FOR RETAIL/RESELLER STAFF

PRESENTATION SKILLS FOR RETAIL/RESELLER STAFF

FACE TO FACE CLOSING AND NEGOTIATION SKILLS FOR
RETAIL/RESELLERS STAFF AND MANAGEMENT