



## Service Marketing

Current market conditions have created a great opportunity for local and regional companies. Industry consolidation has impacted manufacturer's ability to meet customer service demands. End user customer satisfaction levels are at an all time low. Independent dealers are positioned to capture many of these customers with a well executed service sales effort. AfterMarket can help you develop a service sales strategy and the necessary tools to take advantage of the opportunity.

Clients include companies that are initiating new service sales programs, improving current efforts and those looking to expand into other markets.

### We offer:

- Service Sales Planning
- Service Offering Development
  - Fire Alarm
  - Sprinkler
  - Sound & Communications
  - Security
  - Nurse Call
  - Audio Video
- Estimating Tools
- Service Agreements
- Sales Aid Development
- Service Sales Training (on site)
- Service Sales Representative
  - Hiring Assistance
  - Compensation Plan Design

### One-Day Evaluation

Most engagements start with a one-day meeting at your location to review your current business, service sales strategy, and sales aids. Shortly after a plan detailing opportunities, barriers, and strategies to accelerate your service sales business will be submitted. A proposal recommending any needed sales aids, tools, or training will also be included.

### About AfterMarket Consulting Group

Joe Siderowicz is the President and Founder of the AfterMarket Consulting Group. Joe has over twenty five years experience in service marketing. He started his career as a Service Sales Representative with Honeywell, which lead to multiple corporate service marketing positions. At Simplex, Joe was responsible for Service marketing. He is credited with building and leading Simplex's industry-leading Service Sales program. Joe also held the positions of VP & GM of the Service Division and VP of Corporate Marketing while at Simplex.

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### For Additional Information

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