

## WHO WE ARE

“Paraclete” is a word of Greek origin and is often found in the Bible and other ancient writings. Paraclete means “to come along side as a helper.” That’s what we do for you. We value your unique history while we help you to shape your future through strategic actions.



Our Founder has more than 17 years of experience as a Marketing Executive, Business Owner and Consultant. He has developed a track record of success in medical, manufacturing, service, environmental, and cutting-edge technology companies. In fact, all of Paraclete’s associates bring a similar background of real-world success to our team.

When you enlist the help of Paraclete Consulting, you’ll find a strong advocate who will help you articulate your vision and partner with you to achieve your goals.

## PARACLETE CONSULTING

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## PARACLETE CONSULTING

*“Every day is a new opportunity. You can build on yesterday’s success or put its failures behind and start over. That’s the way life is, with a new game every day.”*

Bob Feller  
Baseball Hall of Famer

# The Strategic Approach to Winning



Our world is changing at the speed of technology. Maintaining a competitive advantage is a greater challenge as competitors thrive or struggle to survive.

Paraclete Consulting specializes in helping clients throughout the USA to continuously assess and adapt to winning strategies.

- ◆ Is your corporate mission in step with the latest changes?
- ◆ Have you developed strategic alliances that give a winning edge?
- ◆ Has your new product development and launch taken the industry by storm?
- ◆ Are your distribution and rep networks providing a true competitive advantage?
- ◆ Have you leveraged the value of your intellectual property?
- ◆ Does achieving company goals allow balance in your personal life?

If your honest answer to any of these questions is “no,” you have a clear opportunity. Paraclete can help.

## Relationship Development

A successful research and development firm asked Paraclete to help it take its innovative products to market. Paraclete worked with them to conduct market research, identifying customer need, market size, product price and product efficacy. Then we identified potential manufacturing partners and negotiated licensing and royalty agreements.

**“Paraclete has shown a real talent for thoroughly understanding our technology and for identifying strategic partners and building key relationships.”** Bruce Kania, President, Fountainhead LLC

## New Product



### Development and Launch

A medical device company sought to move from being a provider of commodity products to one that gives its customers innovative solutions.

Paraclete conducted focus group research throughout the USA in order to obtain an accurate view of what innovations the client’s customers wanted and would pay for. We worked with the client’s R&D and Marketing teams to translate the focus group information into tangible product features and a dynamic marketing plan.

**“Fabulous! Congratulations on the best product launch this industry has seen in a long time.”** Dan Beardslee, President, College Park Industries

(from a letter written to our client by one of their competitors)



## Vision Definition

A leading prosthetic company wasn’t progressing as consistently as their competitors.

As we worked with them, we discovered that they had not defined a corporate vision. Each opportunity was weighed only against other opportunities, not against an articulated objective. As a result, they consistently settled for *good* at the sacrifice of *best*.

Paraclete helped them to define where they ideally wanted to be. Together we crafted a long range plan that included product-line definitions, re-working distribution networks and evaluating acquisitions and alliances. Then we drew the roadmap and helped them realize their vision.

**“We were already an industry leader but under Craig’s leadership we increased revenue 500% and profits by 2000%.”**

Robert E. Arbogast, President, Ohio Willow Wood



## Strategic Marketing

Paraclete is a complete resource for all of your strategic relationship and marketing needs. Is it time to redesign

your company’s future and change your corporate destiny? Contact Paraclete today for a **free** initial consultation. Together we’ll craft a