

Offerings

Fulcrum Consulting (FCI) is all about leveraging resources whether externally with HP and HP VARs or internally with the various organizations that support sales. Wherever your organization finds itself, we can help in assisting you to assess, diagnose, implement, or create new initiatives. Those key Initiatives that may be on the back burner because you haven't had the time to act on them when faced with day to day revenue pressures. If only you had a right hand resource that thinks like you do and has real world sales experiences like you do. Someone who can build from your ideas and have the rest of the organization contributing and singing from the same hymn book.

Potential projects:

- ROI paper
- Installed Base Assessment
- Sales Skills Training
- Multi-level Value Propositions
- Channel Development
- Marketing Programs
- Presentation Skills Training
- Competitive Analysis
- Elevator Pitch

Our offerings are around four distinct service areas:

- HP Channel Enablement
- Provisional Expertise
- Revenue Enhancement
- Organizational Leverage