

Provisional Expertise

Fulcrum Consulting (FCI) offers companies the leverage to bring on senior personnel on a provisional basis. Provisional being defined in two flavors: Interim or Part-time.

Many times the search for the right VP of Sales or Marketing can take months. Unfortunately, revenue expectations do not take a back seat while you conduct that search. In other situations companies do not have the budget to fund a full time Alliance or Marketing Director. FCI can help in three significant areas

- Interim Senior Management resource
- VP Sales or Marketing – fill the void as you do a thorough search for a permanent candidate. As an interim resource we will be in a unique position to
 - Maintain the revenue stream
 - Engage the HP Software sales teams
 - Engage the HP VARs
 - Explore the two-tier distribution model
 - Assess individual sales skills
 - Evaluate the effectiveness of sales strategies
 - Analyze competitors sales deployments
 - Turn the keys over to the new VP
- Part-time Senior Resource
 - Alliance Director – you don’t get several opportunities to get the attention of the HP channel including the VARs.
 - Setting the right internal Expectations
 - Positioning in the HP Software stack
 - Establishing a meaningful “value proposition”
 - Testing the positioning and value proposition
 - Communicating with the OV sales organization
 - Embracing the OV VAR community
 - Expanding into the greater HP domain
- Marketing Director – an outside resource can see the “forest from the trees”. A resource that understands the HP Software Domain and can quickly assess your position within the industry.
 - Market Perception – What is it?
 - Customer reality – Why they bought?
 - Competitive Messaging – How are they perceived and/or positioned?
 - Establish the Value Proposition
 - Produce a Company “Mantra”
 - Position within the HP Software stock
 - Communication strategy to HP Software teams

FCI provides resources that know the HP Software terrain and can get your organization out of the gate quickly and leverage the HP Channel.