



JBS GROUP, LLC BUSINESS ADVISORY SERVICES

## BALTIC SERVICES

Helping Baltic companies to export their goods and services  
out of the Baltics;  
To Western Europe, North America and China

Marketing, Market Research, Strategy, Business Development, Product Positioning and  
Branding, Loyalty Programs, Ecommerce, Trainings

### Market Research & Business Development

#### Reports

**Market research** – Conduct market research for the client for a target region and create a document that includes company names, contact names, contact information, company analysis. Companies would include potential partners, strategic partners, customers, distributors, trade shows, sales organizations, etc.

**Business Development** – Contact the companies in the regional market research document to assess interest in the client's products and or services. Add communication notes to the market research document.

#### Road Shows

**Business Development & Sales** - Set up meetings with the best potential companies in the regional market research document for the client. Design a 'road show' for the client including all scheduling, transportation, hotels, etc.

**Trade Shows** – Identify the best trade shows for the client in the target markets. Create a cost spreadsheet for identifying costs of attending the trade show. Help with making all arrangements for attending the trade show and or exhibiting at the trade show. Attend the trade show on the client's behalf.

### Marketing, Business Development Strategy, Product Positioning and Branding

**Positioning & Branding** - Assess the client's products, branding, design, positioning, pricing, strategy, etc. for their target markets. Recommend changes necessary to ensure successful sales of products and services in those target markets. If requested, oversee the making of those changes.



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**Marketing & Strategy** - Create marketing campaigns for each of the client's target markets. This would include positioning, advertising, product awareness campaigns, brand awareness campaigns. Included in this process can be a detailed Marketing Plan if requested.

**Web Marketing** – Including; Website development, Search Engine Optimization, website optimization, networking, making the most of the available technologies, website promotion.

### Loyalty Programs

Jon Shore has designed loyalty programs for over 50 large multi-national corporations including financial institutions, retail chains and manufacturers. Successful loyalty programs do not occur by accident, nor are they a result of copying what others have done before. They are carefully designed incorporating human psychological expertise, empathy, utilizing the best business practices and the latest technological innovations. If you want a loyalty program or want to upgrade the loyalty program you currently have, Jon is the guy who can design and implement the best, within your budget.



### Trainings, Workshops and Brainstorming Sessions

Jon Shore has been conducting trainings all over the world since 1978. Some of the topics that can be covered are:

Loyalty Systems

Export

Positioning and Branding

Customer Service

Marketing and Business Development Strategy

Ecommerce

Personal Development for Success

Entrepreneurship

Empathy

Mindfulness

Stress Reduction

Intercultural Relationships

Doing Business In; (USA, UK, Germany, Austria, France, Italy, Scandinavia, Central America, South America, China)



If you are interested in a training that you do not see here just ask us about the possibilities. Trainings with Jon are conducted in English.