



INTENSEINSIGHT™

The Cirlo Agency offers top-level strategy sessions designed to bring you focused, intense analysis – and offer sound, reliable solutions – to the unique challenges you face today.

INDIVIDUAL CONSULTING SESSIONS OFFERED:

MARKETING STRATEGY

How do you identify your markets? And once identified, how do you effectively communicate with them? Options for marketing your business in today's arena are almost limitless – so much so that it's often difficult to know if your marketing is on-target and your dollars are being spent as effectively as possible. Get a clear view of where you are... and how far you can go through Intense Insight.

COMPETITIVE STRATEGY

Who is your competition and how is it positioning itself in your marketplace? Take a closer look at your competition and the messages and methods it is using to compete. Then get a clear understanding of how you can differentiate your company – and beat your competition at every turn – through Intense Insight.

CRISIS MANAGEMENT

A crisis can be defined as any unplanned event, occurrence or sequence of events that has undesirable consequences. Anything from a natural disaster to embezzlement to accusations of sexual misconduct may lead to crisis situations. And the consequences for not being prepared in any of these or other given situations can be disastrous. Find out how ready your company is to face and react to a crisis through Intense Insight.



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COMMUNICATION STRATEGY

Good communication strategy can mean the difference in your company having top-of-mind awareness and having little to no awareness at all. Find out how you can position your company to be the “go to” experts in your given field, and how targeting the right messages to the right audiences at the right times can help increase your bottom line with Intense Insight.

COMMUNICATIONS TRAINING

Different people use different skills for listening, comprehending and reacting to certain messages. Learn how to present your message so you can get your points across effectively. Or, if your concern is speaking with the media, take part in our power-packed Intense Insight session to learn how to deal effectively with the media ... and keep your company in the best light possible by remaining in control of the interview.

ADDITIONAL ISSUES, CHALLENGES & OPPORTUNITIES

For over 30 years, The Cirlot Agency has provided communications and consultation services for corporations on a local, regional, national and international basis. This experience has brought us a diverse, well-rounded skill set on how to address a number of concerns, ranging from operational to product- or service-specific, that depend upon solid communications efforts for resolution. For any issue, challenge or opportunity, call us for a consultation through Intense Insight to help assure the best possible outcome for your company.



GLOBAL BRAND STRATEGY • INTEGRATED COMMUNICATIONS • BUSINESS DEVELOPMENT

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