

## Performance Oriented Consulting

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Picus Enterprises uses "Performance Oriented Consulting" to describe our consulting methodology, because we approach each consulting opportunity with the expectation that the outcome of each effort will make a quantifiable difference in your company.

Our marketing projects create plans that will increase revenue and improve profits by focusing your efforts on your [Cycle of Growth](#) . We help you understand your own business situation and make changes throughout your company to maximize your distinct market advantages.

We help you create effective marketing programs that clearly communicate your distinct market advantages and help you measure their results.

This approach of combining of both strategic and tactical consulting with deliverables focused on making a real measurable difference in your company is what we refer to a "Performance Oriented Consulting.