



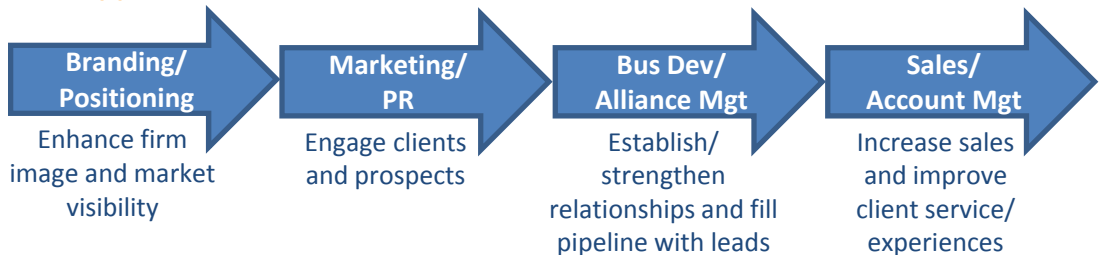
**Clients/Companies**  
(partial list)

- Brandon Hall Research
- Design AVenues
- EBSuite
- Ernst & Young
- Jeff King & Co.
- Lautze & Lautze
- Lee Hecht Harrison
- Meridian Builders
- Novatix Corp.  
(acquired by Symantec)
- Oracle
- Right Management
- Roberts Golden Consulting
- Sand Hill IT Security
- Spencer Stuart
- *Sunset Magazine*

**Block Consulting helps organizations grow.** Patty Block plans and implements game-changing strategies and programs – branding, business development, sales, marketing, PR, advertising and social media – that accomplish your desired sales and service objectives. Her activities engage clients and prospects, build a drip pipeline of leads, and achieve business development ROI. Most important, Patty delivers exceptional services and experiences for you *and* your clients.

Patty, founder and managing director of Block Consulting, has a passion for new business development and creative ideation. She first crystallizes innovative strategies to monetize clients’ marketing and sales activities and then uses her high-energy, hands-on approach to achieve valuable outcomes. Patty’s initiatives and prospecting deliver high-impact, revenue-generating results across the entire branding, marketing, business development, and sales spectrum.

**Our Approach**



**“Patty was a great asset to our team. One of those rare, detail-oriented individuals who never lets anything slip through the cracks, she was a valuable contributor to the growth of Brandon Hall Research. Patty was highly effective in business development and well liked by everyone on our team.”**

– Richard Nantel, VP, Enterprise Learning Solutions, Blatant Media, and former CEO, Brandon Hall Research

**Services Overview**

<b>Brand Management</b>	<b>Demand Generation</b>	<b>Market Positioning</b>	<b>Public Relations/Social Media</b>	<b>Business Development</b>	<b>Sales &amp; Account Management</b>
<ul style="list-style-type: none"> <li>• Business trends</li> <li>• Competitive analysis</li> <li>• Corporate comm.</li> <li>• Creative ideation</li> <li>• Market research</li> <li>• Messaging platforms</li> <li>• Strategic planning</li> <li>• Value propositions</li> </ul>	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Lead generation</li> <li>• Database marketing</li> <li>• Email campaigns</li> <li>• Employee engagement</li> <li>• Project management</li> <li>• Training and mentoring</li> <li>• Web marketing campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Article placement</li> <li>• Client satisfaction surveys</li> <li>• Creative briefs</li> <li>• Industry and media alliances</li> <li>• Intellectual capital</li> <li>• Thought leadership campaigns</li> <li>• Research studies</li> <li>• Testimonials</li> <li>• White papers</li> </ul>	<ul style="list-style-type: none"> <li>• Analyst relations</li> <li>• Digital media assets</li> <li>• Internal comm.</li> <li>• PR comm. plans</li> <li>• Media training</li> <li>• News coverage</li> <li>• PR &amp; media relations</li> <li>• Press quotes</li> <li>• Project management</li> <li>• SEO/SEM</li> <li>• Social media analysis and implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Alliances and partnerships</li> <li>• B2B / B2C bus dev programs</li> <li>• Client acquisition initiatives</li> <li>• Global marketing platforms</li> <li>• Joint ventures</li> <li>• Market surveys</li> <li>• Prospecting</li> <li>• Strategic introductions</li> </ul>	<ul style="list-style-type: none"> <li>• Add-on sales</li> <li>• Cross promotion and up-selling</li> <li>• Door opening and deal closing</li> <li>• Marketing and sales alignment</li> <li>• Opportunity assessment</li> <li>• Proposals</li> <li>• Targeted pursuits</li> <li>• Sales growth</li> </ul>



Examples of Patty's business development and sales initiatives



**“Will You Be Ready?”**  
Communications Industry survey & study. Secured alliance w/ [Telecom Ind. Assn.](#)



**“View from the Bay – Sunset Idea House”**  
Ch.7 KGO, San Francisco



**“Working w/ the Wind”**  
Mayor Gavin Newsom’s Idea House Tour, C|NET TV

Portfolios highlight project storyboards, revenue-generating results

BusDev | Sales | Mktg  
[blockconsulting.net/blockportfolio.htm](http://blockconsulting.net/blockportfolio.htm)

Demand Gen | PR Comm  
[blockconsulting.net/comm-writingportfolio.html](http://blockconsulting.net/comm-writingportfolio.html)

Patty works with Fortune 500, SMEs, and emerging technology, professional, and business services organizations and plans and implements powerful initiatives. Her **fresh thinking on market positioning** and **unique business development strategies**, and her **sales pursuit, proposal development** and **value creation talents** will attract your clients’ and prospects’ interest *and* add sales.

Her services created or directly added **>\$450M in sales and secured complimentary PR** for Brandon Hall Research, EBSuite, Ernst & Young, Lautze & Lautze, Lee Hecht Harrison, Novatix Corp., Oracle, Spencer Stuart, Meridian Builders & Developers, Right Management, and *Sunset* Magazine (not inclusive).

Patty listens closely and persuades decision-makers to buy. By asking the right questions, she convinces prospects that she will deliver value and effectively answers the first question in every buyer’s mind: “What’s in it for me?” (WIIFM). Thinking outside the box, Patty uncovers and creates new/add-on opportunities and uses the most gracious – yet tenacious – approach to business development and prospecting you will ever experience. Her work helps clients achieve profitable growth and expands their market footprint.

**Client Case Study**

**Sunset San Francisco Idea House – One of the World’s 12 Greenest Homes**

**Situation:** Meridian Builder & Developers, a San Francisco-based construction company, engaged Block Consulting to launch a direct mail campaign Meridian wanted to fill the leads pipeline and engage new clients.

**Activities:** Patty assessed Meridian's skills and greatest assets – their visionary design and build talents. She proposed a bolder strategy to strengthen the company's brand and increase sales – and created the opportunity for Meridian to serve as builder for *Sunset’s* magazine-relaunching Idea House. While competing with dozens of multi-billion dollar builders, Patty’s expert positioning and business development activities worked to achieve a long-term strategic alliance with this iconic publication.

**Results:** Patty’s brand building and sales growth strategies secured a \$2M joint venture with *Sunset*. The magazine selected Meridian to build their first urban [San Francisco Idea House](#). Mayor Gavin Newsom’s Idea House tour and view of the home’s 45-foot wind turbine inspired him to launch an Urban Wind Task Force. The Mayor announced Task Force results at a 2009 [press conference](#).

**Patty Block, Founder & Managing Director, Block Consulting**

Patty is expert at positioning services and products and uncovering and closing new business opportunities. We create and lead demand generation programs and secure industry and media alliances. Our initiatives fill the pipeline, add sales, and achieve a positive return. We consistently deliver extraordinary client service and the highest quality results on time and on or under budget.

**“Own Your Market: Brand Building & CLOSEDLoop Marketing”**

