



What Makes Andrew Shedden Different From Other Consultants?

There are thousands of industrial marketing consultants. So why would you hire me?

Fully implemented systems not reports

I do not deliver reports that are read and never acted upon. I create and help implement marketing and selling systems that can be measured, tested, and optimized on an ongoing basis. You get both the systems and skills necessary to grow your company.

Manufacturing background

I was the owner and CEO of my own manufacturing company and understand the challenges of the manufacturing industry. You don't have to spend a lot of time getting me up to speed so we can get to work quickly on improving your rate of profitable growth.

Results not methodology

I am interested in optimization and positive and profitable results, not some cookie cutter methodology of the month. You will get a solution tailored to your needs that creates profitable growth.

Speed

While I do not take short-cuts I do believe in being decisive and avoiding the paralysis by analysis trap. You get positive and profitable results—faster.

Simplicity

Leonardo Da Vinci said, "There is genius in simplicity." I create simple and effective competitive strategy and new business development frameworks that are delivered in plain language. You get company-wide understanding and commitment.

Straight Talk

I will diplomatically tell you what you need to hear, not what you want to hear. You will get the unvarnished truth about exactly how to optimize your marketing and sales methods.

10 X Return on Investment

When you hire me you are making an investment and can realistically expect a ten times return on my fee. If the project has a large potential upside I may work for a reduced fee and a bonus percentage.

Guaranteed Results

I offer a simple better-than-risk-free guarantee. If we do not meet the objectives we mutually agree upon and it is my fault I will fully refund my fees. You take no risk when hiring me.