

# DataCurl Service Catalog

## Empowering Growth with AI, Sales, and Marketing Excellence

At DataCurl, we help businesses leverage AI, refine sales processes, and implement high-impact marketing strategies. Our consulting services are designed for CEOs, VPs, and CFOs who want data-driven results without the complexity.

### 1. AI & Technology Strategy Consulting

#### 1.1 AI Strategy & Implementation

Leverage AI to streamline operations, personalize customer experiences, and enhance decision-making.

- **AI Consulting for Business Efficiency** – Identify automation opportunities to reduce costs and increase productivity.
- **Conversational AI & Chatbots** – Deploy AI-powered chatbots for lead engagement and customer support.
- **AI for Automation & Forecasting** – Select and implement AI models to optimize business processes.

Best for: The Practical CEO, The Strategic VP

#### 1.2 Technology Strategy & Digital Transformation

Deploy AI-driven tools and data-driven strategies to optimize business performance.

- **CRM & Automation Tools Implementation** – Optimize CRMs like HubSpot and Salesforce for efficiency.
- **Data-Driven Decision-Making** – Implement dashboards for real-time business insights.
- **AI-Powered Workflow Optimization** – Streamline sales, marketing, and operations using AI.

Best for: The Strategic VP, The Cost-Conscious CFO

### 2. Sales & Revenue Growth Consulting

## 2.1 Sales Process Optimization

Refine sales pipelines and increase team efficiency to close more deals.

- **CRM Setup & Automation** – Implement intelligent CRM solutions.
- **Pipeline Management Strategies** – Develop repeatable, structured sales processes.
- **Conversion Rate Optimization** – Identify and fix sales funnel drop-off points.

Best for: The Strategic VP, The Practical CEO

## 2.2 Outbound & Inbound Sales Strategies

Enhance lead generation and sales performance with data-backed strategies.

- **Cold Outreach Refinement** – Upgrade your outbound sales playbook.
- **AI-Driven Sales Enablement** – Automate follow-ups and lead scoring.
- **High-Impact Sales Playbooks** – Develop scripts, email sequences, and objection-handling guides.

Best for: The Strategic VP, The Cost-Conscious CFO

## 2.3 Fractional Sales Leadership

Expert sales leadership when hiring a full-time executive isn't feasible.

- **Interim VP of Sales** – Lead your sales team through rapid growth.
- **Sales Team Coaching & Performance Tracking** – Train and optimize sales teams for higher conversions.

Best for: The Practical CEO, The Strategic VP

# 3. Marketing & Go-To-Market Strategy

## 3.1 Go-To-Market Strategy Consulting

Launch and scale products with a structured, results-driven plan.

- **Market Entry Planning** – Define ideal customer segments and entry strategies.
- **Product Launch Services** – Build a product launch process to maximize awareness, adoption, and monetization.
- **Sales Enablement Materials** – Build the right materials for each step in the sales cycle.
- **Competitive Positioning Analysis** – Develop a unique value proposition.
- **GTM Strategy Frameworks** – Build repeatable and scalable go-to-market plans.

Best for: The Practical CEO, The Strategic VP

## 3.2 Product Marketing & Messaging

Enhance brand positioning and market fit with AI-powered insights.

- **Ideal Customer Profile (ICP) Development** – Identify, research, and target high-value customers.
- **Positioning & Differentiation Strategies** – Stand out with compelling messaging.
- **Message Testing** – Test your messages with research to maximize effectiveness.
- **AI-Powered Marketing Automation** – Automate email campaigns and audience targeting.

Best for: The Practical CEO, The Strategic VP

## 3.3 Content & Thought Leadership Development

Establish authority and drive demand with a compelling content strategy.

- **LinkedIn & Executive Brand-Building** – Elevate leadership through strategic content.
- **AI-Enhanced Content Strategy** – Scale content creation with AI-driven insights.
- **Demand Generation Campaigns** – Create multi-channel marketing strategies.

Best for: The Practical CEO, The Strategic VP

# 4. Business Operations & Scaling

## 4.1 Revenue Operations (RevOps) Consulting

Optimize internal systems to drive revenue growth efficiently.

- **CRM & Sales Ops Alignment** – Ensure seamless integration between sales and marketing.
- **Data-Driven Forecasting** – Improve pipeline accuracy for financial planning.
- **AI-Powered Reporting & Dashboards** – Automate sales and marketing performance tracking.

Best for: The Cost-Conscious CFO, The Strategic VP

# 5. Engagement Models

Flexible consulting options tailored to your business needs.

- **Project-Based Consulting** – Fast, high-impact solutions for immediate challenges.
- **Retainer Services** – Ongoing strategic advisory and execution.
- **Fractional Leadership** – Interim executive support for growth phases.

- **Workshops & Training** – Hands-on strategy sessions for leadership and teams.

## **Ready to Transform Your Business?**

Contact DataCurl to discuss how we can help you scale with AI, sales, and marketing expertise.