



RND CONSULTANTS

WOMEN-OWNED MULTIDISCIPLINARY REAL ESTATE CONSULTING,
ENGINEERING, AND CONSTRUCTION SERVICES FIRM



SITUATION

RND is a woman-owned, multidisciplinary real estate consulting, engineering, and construction services firm. They are in a growth mode, and needed strategy, process, and implementation assistance to give them a clear path. SMC trained staff on their role in consulting success, developed a strategic marketing framework, and put in place a career progression framework SMC continues to provide fractional CMO services as the firm grows.

"Sarah Ginand is a true professional and is amazing at marketing and management consulting. She is a great communicator and listener which was instrumental for establishing a specialized training modular for RND Consultants, Inc. staff. I would highly recommend using Strategic Marketing Consulting for your future business endeavors."

JANICE BERGERON

President of RND Consultants, Inc.

RESULTS



**MARKETING
FRAMEWORK IN PLACE
FOR CONTINUED
GROWTH WITH IDEAL
CLIENTS.**



**BUSINESS OWNER
CONFIDENCE LEVEL
INCREASED 100%.**



**STAFF FEELING
ENGAGED AND AN
INTEGRAL PART OF
GROWTH AND THE
BUSINESS.**