

A Sampling of Our Services

Caxton Growth Partners offers growing organizations professional external resources to solve problems, leverage opportunities, and help achieve strategic goals. Our promise is simple: We help companies that compete on the basis of their relationships with customers and employees to become the “best choice” in the marketplace and in the workplace. The end result is sustainable, profitable growth.

In the Marketplace

Strategy

- Strategic option definition and analysis
- Value proposition definition and focusing
- Sales strategy facilitation

Research

- Customer experience analysis
- Customer opinion surveys
- SalesScape™ marketplace audits

Marketing & Communications

- Key message development
- Signature marketing communications
- Branding and identity strategy
- Channel management programs
- New product and offer development

Sales & Marketing Technologies

- Permission-based email
- E-marketing programs
- Customer relationship management
- Sales force automation
- Search engine optimization

Sales EngineSM

- Sales EngineSM development
- Sales lead generation
- Nurture mailing programs
- Target account penetration and retention
- Sales process improvement
- Transitional sales engine outsourcing
- SalesShield™ crisis revenue protection

Sales force management

- Sales force recruiting and retention
- Sales force measurement and reward
- Sales management outsourcing
- Sales force planning and structuring

In the Workplace

Human Resources

- Crisis management
- Employee communications
- Employee satisfaction surveys
- Compensation and benefits review
- Results-based performance and reward systems
- ADR program implementation
- Reduction-in-force planning
- HR and legal department reengineering
- HR process improvement
- HR function outsourcing
- Interim executive services
- Labor crisis management

Workplace Technologies

- HR information systems selection
- Workplace automation
- Employee intranet/portal development
- Benefit self-service
- Systems implementation strategy
- Technology security and risk mitigation

Organizational Development

- Management team facilitation
- Organizational alignment to strategy
- Cultural change management
- Post-merger integration
- Organizational psychology
- Leadership teaming and training
- Executive coaching
- Succession planning
- Positive work environment maintenance

Recruiting & Retention

- Executive and management recruiting
- Executive and management compensation planning
- Recruiting process improvement
- Recruit-to-retain program implementation

Workplace Compliance

- Workplace investigations
- Workplace and HR audits
- Anti-harassment and antidiscrimination programs
- Gramm Leach Bliley compliance
- USA PATRIOT Act compliance
- Affirmative action plans
- International privacy protection
- Business Software Alliance licensing audits

