

TacticianMedia

Our Philosophy

We have sought from the beginning to form deep, long-term relationships with each of our clients, one at a time. This involves learning their business, their market situation, and their needs. Our business is built on relationships, unlike most software developers who seek to sell their wares to the masses.

We begin each engagement with a detailed "Needs Assessment" meeting. We utilize open architecture and utility "switches" that enable us to configure our systems for maximum benefit to each customer. In other words, we have chosen a market approach that goes narrow and deep rather than wide and shallow.

We view technology as an "enabler", not an end unto itself. All of our systems are designed to drive topline revenues while shortening cycle time and reducing process cost. Our systems are engineered to be easy to use, even for the novice.

Above all, we try to keep things simple. This is not just a slogan but a guidepost for everything we do. We understand that complexity can lead to a lack of reliability. We pay close attention to the actual in-the-field "ergonomics" of our systems and seek to make them easy and fast to use without sacrificing power or sophistication.

Our Focus

Sales Process Optimization:

Enable sales driven organizations to concentrate on sales and not sales process.

Drive topline revenues by providing leading edge mapping and sales tools to sales representatives; streamline the sales process, enable representatives to focus on sales activity and not administrative duties.

Reduce sales process time/costs by utilizing technology to eliminate process steps; shorten cycle times with order automation.

Communicate effectively and efficiently the value proposition inherent in newspaper TMC and target marketing programs.

Continuous Improvement:

Maintain industry leadership by continuously improving sales technology.

Stay close to the customer, understanding their needs and challenges.

Constantly monitor usage of our systems, look for ways to add value to the sales process.

Solicit customers for new ways to improve use and effectiveness of our technology.

Customer Satisfaction:

At all times, strive for the highest levels of customer satisfaction.

Tactician Media enjoys a very high level of customer satisfaction, differentiating us from all competitors.

Our market position and rapid growth has been a direct result of our relentless focus on customer satisfaction.

2007 Client List (partial)

Chicago Tribune

Los Angeles Times

The Charlotte Observer

San Jose Mercury News

The San Diego
Union-Tribune.

San Francisco Chronicle

The Sacramento Bee
sacbee.com

The Dallas Morning News

ST. LOUIS POST-DISPATCH

The Columbus
Dispatch

The Miami Herald

Pittsburgh Post-Gazette

THE KANSAS CITY STAR.

The Washington Post

The Philadelphia Inquirer

The Atlanta
Journal-
Constitution

Hartford Courant.

Newsday

Our clients tell the story...

Experts in the Industry

"We very much appreciate the products and services Tactician Media provides and appreciate the relationship that has been built over the past couple years!"
Cleveland Plain Dealer

"Tactician Media has expanded our current business and enabled us to solidify new business by efficiently and effectively allowing our sales organization to articulate our value proposition with our customers."
St. Louis Post-Dispatch

"Tactician Media's knowledge of our industry really sets them apart."
Columbus Dispatch

"The bottom line. Much less time spent to get highly client-specific, demographic proposals which resonate strongly with the objectives and needs of clients."
San Jose Mercury News

Increasing Revenue

"It is easy for the reps to get to the data and decision points that are relevant to our advertisers. Having the visual detailed information along with the map is a great selling tool."
Sacramento Bee

"We have seen increased sales, particularly from the smaller advertisers. The smaller advertisers have been very impressed with information that is tailored just for them."
Chicago Tribune

"Our specialists are finding, presenting and closing sales at a pace that puts them 50-80% over what was previously deemed to be a maximum annual sales book."
San Jose Mercury News

"By having sales reps invest more in the process, Insert Express has improved their ability to sell preprint advertising while also improving the quality and value of the preprint buys that are being produced."
Atlanta Journal Constitution

Sales Process Optimization

"Having sales reps produce their own preprint buys has enabled them to be more directly involved in developing actual preprint buys while reducing the time it takes to produce new and updated preprint orders for their accounts. We've succeeded in closing many deals that we simply would not have been able to handle in the past with our limited support staff."
Atlanta Journal Constitution

"There is no other product that will handle all our products at the same time in the same proposal like Insert Express. It allows us to turn proposals faster, presenting to the client quicker."
Chicago Tribune

"Insert Express has optimized our sales process by allowing our sales associates to efficiently and effectively show customers our unique targeting capabilities. Customers like Ford Motor Company immediately saw the value in our superior distribution methodology with Tactician Media's tools."
St. Louis Post-Dispatch

"The Insert Express implementation process is very smooth. Tactician Media provides guided assistance every step of the way."
Columbus Dispatch

Dedication to our Clients

"Tactician Media's level of service is first rate! As far as vendors, they are one of the best."
San Francisco Chronicle

"Tactician Media and Insert Express have made us much more efficient in how we transact our preprint business, which translates to more dollars earned for a lot less time, effort, and expense."
Atlanta Journal Constitution

"Tactician Media has provided us with superior service. Their personnel are always easily accessible for quick answers or solutions and their resolutions of system challenges are fast and accurate."
The Hartford Courant



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