

Jay Piz returns as the Universal Marketer



Starring:	JAY PIZ	Rating:	B2B - for business audiences
Genre:	Action	Country:	USA
Language:	English	Run Time:	Non-Stop
Average Customer Review:	★★★★★	Release Date:	Available Now!

THE UNIVERSAL MARKETER *Beyond The Tchotchkes*

In this latest installment of the series, the Universal Marketer, played by Jay Piz who claims no parallel to Jean-Claude Van Damme's Universal Soldier, receives a communiqué from his superior to return to action and confront the toughest competitors ever including the dominant first-mover from Europe. At stake is the company's brand and a sales pipeline worth over one billion dollars at the center of a \$250 million deal. But support will be minimal. The tools authorized for the engagement would be his superior's reliance on tchotchkes (choch-keys - jargon for knickknacks and freebie bauble giveaways at trade shows) and other unimaginative means to compete. The Universal Marketer would be left to his own wit - and grit.

Expert in guerilla marketing, veteran of B2B software wars, survivor of countless skirmishes across industry borders as a "consultant," the no-fear, no-sweat, trench-hardened Piz knew he must once again call on his skills in applying the universal principles of marketing in virtually any context. While not running through alleys in Los Angeles or dodging missiles or parachuting from a skyscraper, Piz isn't willing to slow down the momentum for a moment. Recognizing that supporting performances are a major asset, he assembles his team. They knew he could be counted on to hang tougher than anyone else.

Jay Piz returns as the Universal Marketer

Breaking through the high-falutin', unholy union of technobabble and corporate-speak, Piz analyzes the competitive landscape and swiftly devises an ambitious, cost-effective plan to re-align the company's strategic and tactical objectives to win customer satisfaction for ensuring the competitive edge. Setting out on a rogue mission the team maintains a breathless pace, complete with ticking deadline, leaving little room for error. Armed with flawless know-how, superior presentation skills and an extensive portfolio of new product marketing initiatives, compelling marketing materials and sales tools, a revitalized web site complete with relevant content, SEO and social marketing strategic support, they move quickly and cost-effectively gaining strategic advantage as Piz leads his troops Beyond The Tchotchkes in penetrating the market, defending the brand, securing profitability and ultimate market dominance. A new textbook case for return on innovation!

Piz pulls off the mission with panache. It is a success! It sets high standards, not only for him self, but for the rest of the missions that will surely follow.

This story is not meant to be believable, and it isn't. It has some ludicrous moments. But this is not a story that relies on razzle dazzle, excitement, exotic locales or a drum-tight plot. It doesn't have to. Underlying this story is real-life experience, a foundation of accomplishments and professional development in a business setting.

ABOUT JAY PIZ

For three decades, Jay Piz has been walking the walk and talking the talk helping organizations and clients in successfully navigating the changes of an ever-changing modern world. He's mature, motivated, resistant to stress, flexible, and decisive while being engaging, attentive and well-informed. Whether in a corporate environment or consultative setting, Piz consistently demonstrates innovation, solid business acumen, technology expertise, global experience and accountability. Laser-like in his focus to successfully deliver one project after another, on time and on budget in meeting new initiatives, Piz has made from "Concept to Completion" into a statement describing his career.

If you have a mission needing successful completion, contact Jay Piz – the Universal Marketer

Connect Today!

JAY PIZ

IRVINE, CA 92602 | 714-508-8982 | jaypiz@cox.net

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