



Ligature Group, LLC – A COMMUNICATIONS COMPANY

## OVERVIEW

The Ligature Group is a communications company. We create communications that people can understand and believe in.

Typically, we apply our skills to marketing, sales and customer service initiatives to drive top-line growth.

But powerful communications also influence the culture and performance of the entire company. That's because when words align with actions, everyone believes in a company's mission. So, when employees experience your values first hand, those same values will contribute to a great customer experience.

This experience starts at the customer acquisition phase and continues through the retention process as the customer relationship grows. In one quarter, you'll see measurable improvements with your production teams. After two quarters there will be a rise in customer acquisition and retention. Within one year, you'll have created the foundation for a great brand.

Think about it. It's not just about the words you use; it's about what people hear; and what they hear is going to affect how they feel. If you want people to feel good about doing business with you, they need to believe your communications.

**ENTREPRENEURIAL** – Mr. Dominguez founded Ligature Group, LLC in 2009. Then, he and his Partners founded EaglesWings Team and Business Performance USA to serve clients, employees, investors, industry groups and communities.

*EWT adds Scope, Scale & Reach to Ligature Group, LLC*

**EaglesWings Team (EWT)**

EaglesWings Team was founded as a collaborative consortium for business consultants and professional service firms. EWT members leverage our platform to offer a broader scope of client services by rapidly scaling our breadth of talent to reach local, regional and national markets.

To date, we've built six EWT teams, representing 27 executives.

*3 Years & Running*



*BP-USA fulfills our Corporate Social Responsibility Plan*

*BP-USA adds Scope, Scale & Reach to EaglesWings Team*

**Business Performance USA**

Business Performance USA is a Not-for-Profit voluntary association (501(c)(6) in formation); founded by the members of the EaglesWings Team. We're entrepreneurs engaged in pro-bono collaboration with the mission to develop people's skills, improve processes and create long-term success so everyone can prosper.

*2 Years & Running*



## COMPETENCIES

### MARKETING

- Go-to-Market Strategies
- Omni-Channel Marketing
- Customer Acquisition
- Demand Generation
- Lead Nurturing
- Digital Marketing
- Social Media
- eCommerce & SEO
- Customer Relationship Management

### SALES

- Sales Force Development
- Field Support
- Telemarketing
- Lead Scoring and Sales Qualified Leads
- Channel Conflict Resolution
- Customer Relationship Management

### CUSTOMER SERVICE

- Defining the Customer Experience
- Lifetime Profitability Programs
- Front-Line Decision Making Skills
- Conflict Resolution
- Cross-Selling
- Closing the Conversation Loop
- Customer Relationship Management

### BRANDING

- The Authentic Brand Experience
- Brand Strategy Roadmap
- Functional & Emotional Branding
- Brand Identity Systems
- Visual Communications 
- Written Communications
- Turn-Key Campaign Services