

Access Ready Strategic Consulting

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Client Services

Strategic Disability Market Penetration policy and sales development and implementation

The population of people with disabilities in the united States according to the Centers for Disease Control equals 25% (twenty five percent) of the general population and this does not include the friends and family members of people with disabilities.

With some 80 (eighty) million potential customers and employees available in this largest minority market no business, government entity or nonprofit can avoid the disability marketplace.

Whether your primary business is accessible products or services for people with disabilities or you sell fruits and vegetables you will be marketing to the disabled community.

Why not be the best at it you can. People with disabilities have proven that they pay attention to the businesses, government entities and nonprofits that pay attention to their needs.

Access Ready Strategic consultants have a great deal of experience with Disability market penetration, and we can assist you in such an effort to take advantage of this ready and willing customer base.

If you are thinking people with disabilities don't have any money, think again. According to the American banking industry people with disabilities represent \$250 billion dollars (two hundred fifty billion dollars) annually in disposable income. The worldwide impact of disability spending is larger than that of China.

Our past clients have ranged across the business, Government and nonprofit sectors as our client testimonials reveal.

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"When Doug first got involved with Avaya, we were struggling with how best to give incentive or value to the work our employees do beyond sales. He helped us find not only our century old legacy of providing accessible telecommunications but realize how our work can have such a great impact on the millions of citizens who must use technology every day. We have now not only embraced accessible telecommunications but made it a focal point in our customer presentations. Accessible Technology is the wave opening up the future for people with disabilities and thanks to Doug, Avaya is proud to be at the leading edge of that wave."

- Regional Vice President, Donny Ward, Avaya, Incorporated