

The Star-Ledger

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THE BUSINESS OF NEW JERSEY

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How I stay focused

PEGGY McHALE: Co-founder,
Consultants 2 Go, Newark

WHAT I DO: Run a small business
that provides marketing consultants
on an interim or project basis to
Fortune 500 companies

"My partner, Sandi Webster, and I routinely go back to our marketing plan to make sure we did what we said we would do, and if not, we make changes. You have to evolve as a company. We revamped our business model in May 2005 to make the business more profitable and get a quicker sales cycle, and it worked. And we don't just provide marketing professionals; Sandi and I work directly with clients, to make sure our skills are contemporary."