

SALES & MARKETING EFFECTIVENESS

Each member of our team has been involved in sales, sales management, and marketing for 20+ years. We have extensive experience in developing sales management systems and the implementation of marketing programs. This experience combined with proprietary tools and processes provides our clients with a very practical and thorough review of these business disciplines.

Our goal is to provide sales and marketing programs that provide significant and profitable sales growth for our customers.

SALES FORCE EFFECTIVENESS

Often times sales and marketing organizations are not aligned in the most effective manner to meet the sales goals of the company. Our process is designed to close those gaps and align the sales and marketing groups by evaluating marketing initiatives and the sales organization's ability to implement. The areas reviewed include sales force activity analysis, customer and market segments, marketing tools, call planning and measurement systems.

NEW BUSINESS DEVELOPMENT

This formalized process supports the entry of a client into new market segments where they currently have little or no market presence. Through analysis, research and the application of our experience we develop implementation options for our clients that meet their financial criteria.

We study customers, markets, suppliers and competitors to determine the relative ease and success of entry for each of the market segment options identified. Each option is evaluated based on a ranking scale, and probability of success measurement that determines the financial and marketing reward for each option.

SALES MANAGEMENT SYSTEMS

There's a saying, "Whenever performance is measured it improves, and when it is both measured and reported, performance improves dramatically."

Today, successful sales management and customer retention strategies should include processes, measurement system, and reporting capability around:

- New business development through key account penetration and target accounts
- Key customer performance indicators
- Implementation of marketing strategies
- Activity performance analysis of the sales force
- Target customer growth and profitability

Our process creates value without administrative burden for sales management, your customers, the sales people, and your management team.

MARKETING EFFECTIVENESS

In order to be effective today's organizations must have a comprehensive marketing plan, which is focused on the customer and your value proposition to meet their needs.

By interviewing customers and employees we determine their current perceptions of your marketing plan and its value. Through analysis we define the gaps that exist between your marketing plan and the existing reality in the following areas:

- Market positioning and channel strategy
- Product quality and performance
- Service and delivery performance
- Customer service & technical support
- Training and development programs

We present an analysis of each gap identified along with the appropriate cost effective options to close the gaps and satisfy customer requirements. Our goal is to ensure the marketing plan of the organization and implementation in the field is aligned to effectively meet the needs of the customer.