

Programme Introduction

Frustrated with your sales levels? Feel that your sales message is not being understood? Feel your company's visibility is too low?

This programme focuses on growing your sales through professional marketing activity. Our support can operate as your outsourced marketing department only better - take as much or little as you can afford.

We aim to improve your company's marketing performance through our professional skills. Your business will gain a marketing plan that fits both your business plan and available financial resources. The programme will help to define, communicate and promote your product or service so that customers get to see it and also make more informed purchasing decisions.

The programme aims to develop:

- Marketing initiatives that win more business
- More appealing customer propositions that are more effective and differentiated
- Customer strategies for your existing clients and new prospects

This is an ideal solution for SME businesses needing to improve sales through improved marketing plans, promotions and customer communications

Programme Outline

Stage 1 Aligning Marketing & Business Strategies

We work with clients to evaluate, plan and optimise the owners objectives over agreed time scales

- ◆ Select the right target market
- ◆ Build a profitable business model
- ◆ Identify all key factors for success
- ◆ Develop clear goals, plans and objectives

Stage 2 Developing Customer Propositions

We support clients to create or re-define more appealing and stronger definitions of their offering

- ◆ Define our target customer needs
- ◆ Review competitor offers
- ◆ Define the composition of the proposition
- ◆ Articulate the offer to appeal to customers

Stage 3 Developing Web Sites

We project manage complete web site developments

- ◆ Define the proposition
- ◆ Evaluate competitors
- ◆ Define unique selling points
- ◆ Identify key differentiators
- ◆ Define target audience
- ◆ Create web page copy
- ◆ Define design principles
- ◆ Optimise web site searches
- ◆ Promote web site

Stage 4 Maximising Client Relationships

We design and introduce customer processes to grow and retain existing customers

- ◆ Choose your customers
- ◆ Get close to your customers
- ◆ Introduce formal account planning
- ◆ Focus on how to develop accounts
- ◆ Manage customer retention programs
- ◆ Drive customer service improvements

Stage 5 Tender & Quotation Development

We assist clients to substantially improve their ability to win new business

- ◆ Fully understand the clients needs
- ◆ Constantly communicate during process
- ◆ Understand your pricing & profitability
- ◆ Create professional tender responses

Stage 6 PR, Promotions & Advertising Development

We assist clients to promote their companies and manage specific campaigns

- ◆ Establish clear objectives
- ◆ Define the target audiences
- ◆ Develop clear, compelling messages
- ◆ Manage the campaign executions