

# Business Support as a Service

Getting Marketing, Sales-Enablement and Product Management Right

## Marketing Optimisation

Marketing and Product Strategy  
Marketing Tactical Planning  
Content, Collateral, White Papers  
Marketing Maturity Assessments

## Sales Optimisation

Strategy & Tactical Planning  
Revenue and Cost Modelling,  
Sales SWOT and NPD Analysis,  
Sales Transformation

## Portfolio Mgmt

Assessment / Diversification / NPD  
Revenue Forecasting  
Cost Optimisation / P&L Analysis

## Go To Market

Social Media/Web/Blog Content  
Lead Gen Engine Frame and Process  
Value Proposition/Story/Key Messages  
Analyst Relations and Briefings  
Marketing/Sales Qualification  
Industry Web Forums  
PR & Press Releases

## Sales-Enablement

Sales Battle Card (key questions/answers)  
Price Modelling, Sales Pricing Tools  
Sales & Marketing Operations  
Sales Product/Service Brief  
Framework and Processes  
Sales Presentations

## Product/Service Mgmt

Customer Profiling  
Enhancement Analysis (Market/Price)  
Competitive Landscape Analysis  
Revenue Forecasting  
P&L Analysis  
Cost and Revenue Optimisation

## BUSINESS CONCERNS:

- Preparation for business in post-lockdown marketplace.
- Hiring freeze in Marketing, Product Mgmt, and Sales Enablement.
- Lead Gen, Pipeline Growth, and Deal WIN activity momentum.
- Sales and Marketing integrated, optimised, and effective.

## ACTION LIST:

- Develop Strategy & tactical Plan to enhance products and services.
- Audit and refine Marketing and Sales market messages/collateral.
- Define and implement GTM plan in preparation for next quarter.
- Drive Lead Generation momentum and Pipeline growth.