

Key Issues / Concerns:

- How to reach a global audience to increase pipeline density
- How to cultivate contacts into high quality leads
- How can barriers to signature for qualified opportunities be removed
- How to enable Sales team to hit quarterly targets
- How do we enable Prospects to 'see' the compelling arguments to buy
- How can we condense the Sales cycle, and increase the conversion rate

Action Points For Success

High-Level List:

1. **Assess business non-performance issues—Document Maturity and Process Gap Analysis**
2. **Implement systemic structures, processes and steps to establish effective behaviour**
3. **Embed team ethos to drive an integrated marketing & sales practice**

The Detail:

- ◆ Strive to understand the issues your customers are facing, and how your offering provides a solution
- ◆ Develop marketing and sales messages that resonate with your audience - test their level of resonance
- ◆ Establish a timeline-based sales & marketing plan with tangible deliverables, enabling teams to perform
- ◆ Deliver digital campaigns that generate Views, Likes, Shares, Click-throughs, and Qualified Leads for Sales
- ◆ Create a Social-Selling culture across the company that values relationship and the art of listening
- ◆ Establish context and content to respond to comments and questions from customers and prospects

Business Management In A Complex Marketplace

Develop and resource short and medium-term projects with defined tangible outcomes.



Employ IR35-compliant, experienced remote services to coach and enhance your team.



Avoid FTE commitments to enable sustained competitive advantage.