

Improve your business performance with a comprehensive Marketing and Sales Review

As a successful but busy business owner/MD, you and your commercial team sometimes need someone outside of the business to give support, for example:

- Hitting sales targets and continuing to achieve the success you want.
- Identifying organisation capability and gaps.
- Suggested improvements and prioritisation based on best practice and what works.
- Reinforcing the link between activities and the business objectives.



Deliver your commercial goals with our Marketing and Sales Review Programme

This programme is uniquely co-delivered by two **HEART of business** members, combining the skills and experience of:

- An expert, independent Strategic Marketeer; and
- An experienced Sales Mentor.

Together they will ensure a high quality joined up approach in the assessment of your commercial position with realistic and practical recommendations.

When required they can also call on the broader and deeper skills, experience and domain knowledge of **HEART of business**, with over 30 experts from a wide range of disciplines including:

HR • Finance • Business Development • Organisation Design • Supply Chain Logistics and much more.

heart-of-business.co.uk

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To find out more about the Marketing and Sales Review Programme

Call +44(0)7970 188 057

or email nathan.king@heart-of-business.co.uk

All calls will be treated as strictly confidential.

Consultants
and Advisers



About the Marketing and Sales Review Programme

The process begins with a structured telephone engagement, to explain the steps in the programme, what will be done and when. Expect this to last about 30 minutes.

This programme comprises of two phases: **1. The Marketing Review;** and **2. The Sales Review**, both follow similar structures.

Pre-work by the client. This is a cost-effective method to help the consultants assess the current position. The pre-work will help to gain insights into the marketing and sales capabilities and activities, without duplicating efforts.

Half-day intensive workshop. This workshop involving both the client and the consultant will help clarify information already supplied, and probe into all the appropriate areas required to complete the Marketing and the Sales Review.

Following the two workshops, the consultants prepare a combined **comprehensive report**. The report will provide the knowledge and insights needed to develop the commercial aspects of the business. A typical report may include assessment of the market definition, customer segmentation, target audiences, value proposition, customer journey, sales foundation, sales skills and a commercial SWOT.

A **follow-up 2 hour meeting** to clarify the key findings and recommendations, answer any outstanding questions and agree next steps. Whilst this is the last stage of the Marketing and Sales Review Programme, most clients take the option to ask for **follow-on support** to help make the plan happen.

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HEART of business can help your next steps

Business experts to offer complementary advice, assist with implementation, or free up your time and resources with outsourced services.

Develop business plan documents to assist organisational planning and engagement, or to raise finance to support the development of the business; and much more.

If you are planning on spending time and money on marketing and sales activity, the **Marketing and Sales Review Programme** will help maximise the benefits.

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