

SALES AND MARKETING PROCESS IMPROVEMENT WORKSHOP



ASHER
GLOBAL LEADERS IN SALES STRATEGIES.

SALES & MARKETING PROCESS IMPROVEMENT WORKSHOP

PURPOSE OF THIS WORKSHOP:

- *To assist management teams in charge of sales and marketing processes to develop projects and action plans to dramatically move them toward "best practice".*

WHAT IS THE AGENDA FOR EACH DAY:

DAY ONE	
8AM - 5PM	Interviews with key executives, managers, salespeople, key suppliers and selected customers
DAY TWO	
8AM - 10AM	Interview results
10AM - 2PM	Comparison of current process with best practices for the 15 listed processes
2PM - 5PM	Development of a value driver analysis with project action plans as the output

VALUE-DRIVER ANALYSIS		
	A	B
H	C	I
	D	E
F		G

↑ VALUE

COST →



Call 202-742-6639 to schedule a workshop!

PROCESSES ANALYZED:

- Selection (using aptitude assessments) and training of customer-facing people (inside and outside sales, sales support, field support, and customer service)
- Account management/customer-care policies
- Customer feedback process
- Strategic planning
- Strategic marketing
- Internet marketing
- Using CRM strategies to become customer-centric
- Management of salespeople
 - » Recruiting, interviewing, goal setting and compensation plans
- Customer-focused newsletters
- Marketing messages
 - » Killer arguments, key and ghosting discriminators and ROI
- Prioritization of opportunities
- 20-step new business capture process
- Sales process
- Sales presentations
- Proposals

WHAT CAN I EXPECT?

- *A dramatic improvement in the company's sales and marketing processes!*