

SALES AND MARKETING PROCESS IMPROVEMENT WORKSHOP



ASHER
GLOBAL LEADERS IN GROWTH STRATEGIES.

Sales & Marketing Process Improvement Workshop

Assist management teams in charge of sales and marketing processes to develop projects and action plans to dramatically move the company towards "best practice".

WHAT IS THE AGENDA:

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	G
F		

↑ VALUE

COST →



Call 877-238-3386 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!