STRATEGIC PLANNING FACILITATION

ASHER

GLOBAL LEADERS IN SALES STRATEGIES.

Improve Growth and Revenue by Determining and Strengthening Strategic Market Direction

ASHER'S STRATEGIC PLANNING FACILITATION

During this two-day seminar ASHER facilitators use classic strategic-planning techniques to guide organizations in determining their strategic market direction:

"Where do we go next for new business?"

How will our organization benefit from a STRATEGIC PLANNING FACILITATION?

All organizations have two ongoing problems that must continually be addressed—***Focus*** and ***Communication.***

The object of this seminar is to guide organizations in obtaining market *focus* and generating realistic strategic marketing goals that can be *communicated* to their team. As a result of determining and strengthening the organization's strategic market direction, growth and revenue will improve.

For more information or to schedule a STRATEGIC PLANNING FACILITATION CALL (202) 742-6639

SEMINAR AGENDA

Presentation: "Building a Great Organization"

- *What it takes to build and maintain a great organization*

Thinking "Outside the Box" about New Markets

- *Creativity and team-building exercises which leads to action items that improve communications and understanding between different departments*

Vision, Mission & Core Competency Review

Presentation: "Growing by Mergers & Acquisitions"

ROI Analysis of Research & Development Projects

Goal-Generating Exercises

- *Exercises to determine specific goals for:*
  - Selling more current offerings to existing clients
  - Selling new offerings to existing clients
  - Selling current offerings to new clients
  - Integration of Results into Strategic Marketing Goals
- *Each goal will be appointed a champion, assigned action plans and due dates, and given metrics by which to measure progress*

Execution of Strategic Plan

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