

# 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 877-238-3386



#### 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