

WHAT CAN I EXPECT?

A dramatic improvement in the company's sales and marketing processes with increased revenues!

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



Call 866-732-0363 to schedule today!

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/vision/"why"**
- **Strategic marketing (which new markets?)**
- **Digital marketing**
- **Using CRM strategies**
- **Management of salespeople**
 - » Recruiting, interviewing, goal setting and compensation plans
- **Customer-focused newsletters/blogs**
- **Marketing messages**
 - » Killer arguments, key and ghosting discriminators and ROI
- **Prioritization of opportunities**
- **20-step new business capture process (large opportunities)**
- **Sales process**
- **Sales presentations**
- **Proposals**

Analysis of Best Practices for Digital Marketing

- Blogging strategy
- Artificial Intelligence use
- Social media campaigns
- Video marketing
- Search Engine Optimization
- Search Engine Marketing (LinkedIn, Facebook, Instagram, etc.)
- Account based marketing
- Digital branding
- Advertising strategy
- Marketing automation
- Interactive lead generating website
- MQL and SQL definitions
- Content marketing program
- ROI analysis of marketing techniques using Google Analytics and marketing automation

STEP ONE: TWO WEEK ASSESSMENT OF PROCESSES

- Interview with key executives, managers, selected salespeople, key suppliers and selected customers
- Review of all current sales, sales management, marketing and customer services processes
- Assess all customer facing people with the Sales Aptitude Assessment (APQ)

STEP TWO: ONE DAY IN PERSON OR VIRTUAL MEETING WITH EXECUTIVE TEAM

8am - 10am

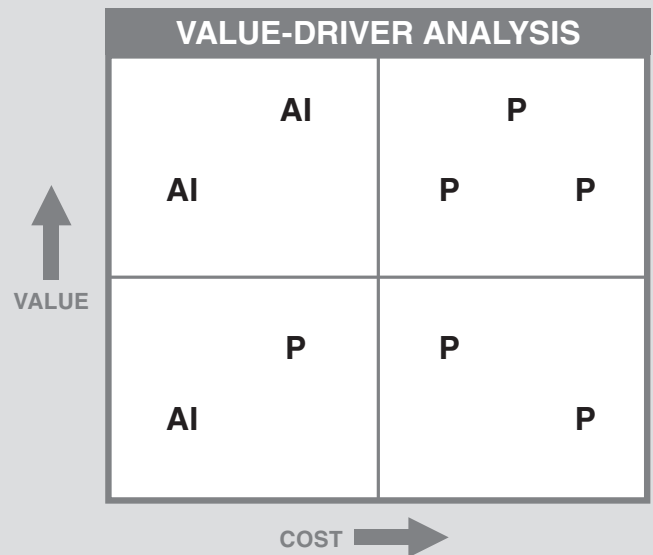
Interview results

10am - 2pm

Comparison of current process with best practices for the 15 listed processes

2pm- 5pm

Development of a value driver analysis with projects (P) and action items (AI) as the output



STEP THREE: EXECUTIVE TEAM EXECUTES PROJECTS AND ACTION ITEMS

With Asher facilitation, the executive team will have developed a set of:

- Action Items (AI) for sales and marketing process improvement (can be implemented quickly, usually by one executive)
- Projects (P) (longer term improvements completed by a small team, sometimes using outside resources)

STEP FOUR: AN ASHER FACILITATOR WILL FOLLOW UP WITH A ONE-HOUR QUARTERLY CALL TO ASSESS PROGRESS AND PROVIDE FEEDBACK