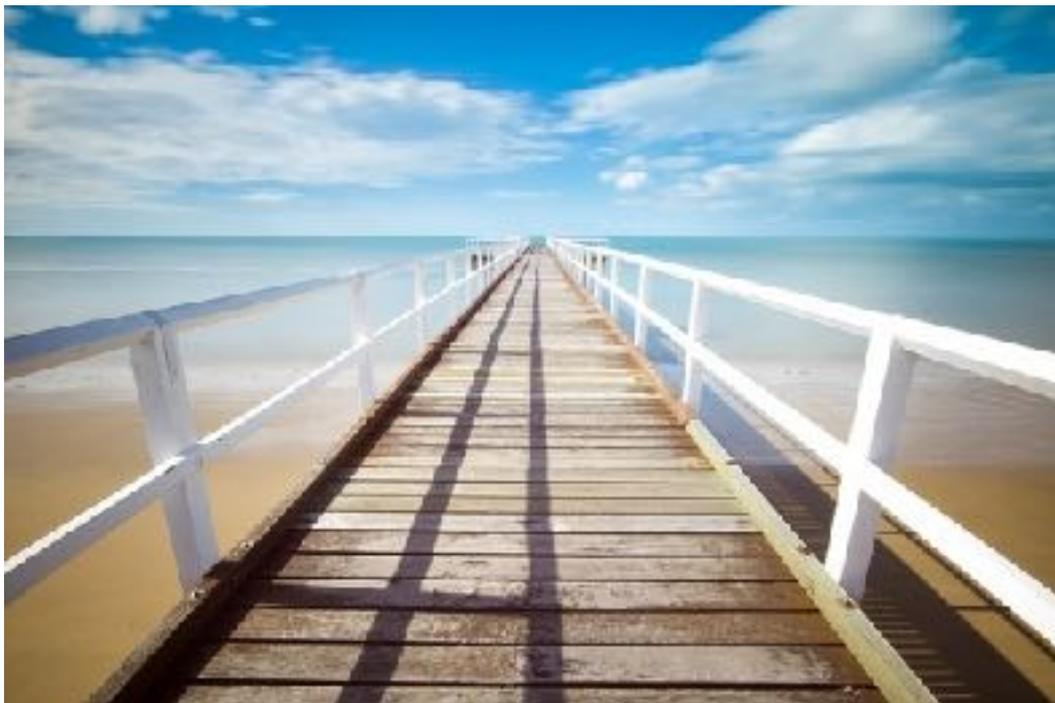


Helping your business attract and retain customers



Sales and Marketing Transformation Programme



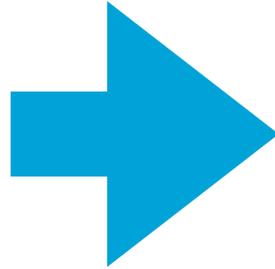
Helping you bridge the gap from where you are now to where you want to be.

This transformation programme is ideal for businesses :

- Who need a freshened up and re-energised strategic approach to sales and marketing in order to make the next big step forward.
- Who need a shake up of their day to day sales and marketing activity in terms of ideas, drive, enthusiasm, use of resources and the customer experience.
- Who want the benefit of the input of someone with high level sales and marketing experience and expertise without a significant overhead or long term commitment.

This transformation programme is designed to help you get from where you are now to where you want to be.

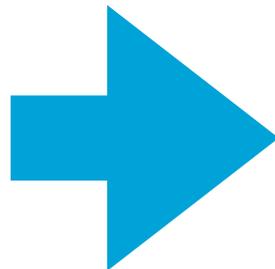
**Where you
are now**



**Where you
want to be**

The programme revolves around the principal that marketing exists to help create sales opportunities through the identification of and awareness of your offering amongst potential customers and markets, and the ongoing attraction of your products and services to your existing customers.

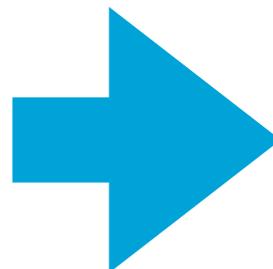
**Marketing
Activity**



**Sales
Opportunities**

What is marketing and what is 'selling'?

**Marketing is
every
interaction with
a customer**

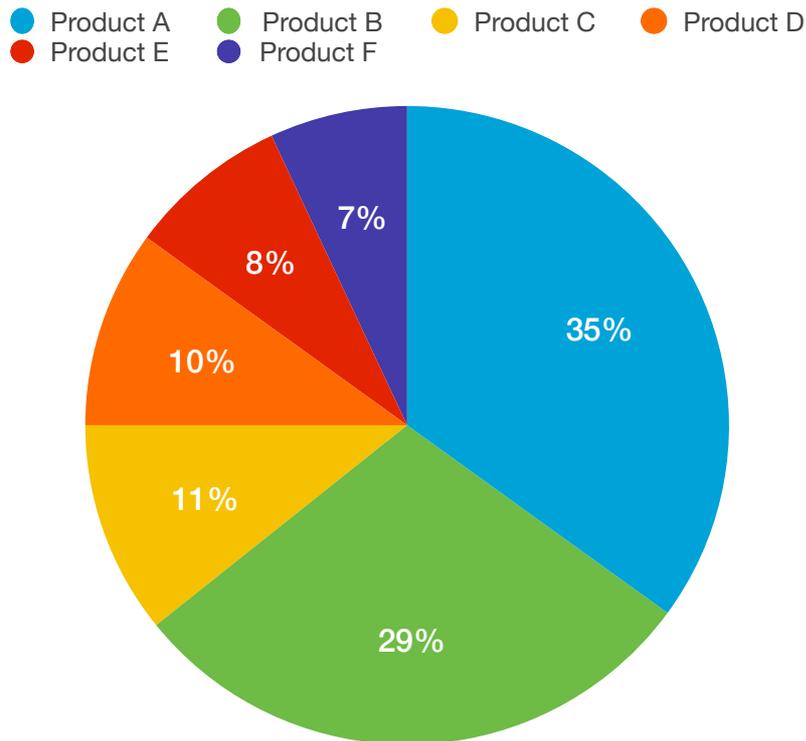


**'Selling' is
about ensuring
it is easy for the
customer to buy**

How the Programme works:

Step One : Where are you now?

Sales revenues - by product or service - an analysis of which products or services sell best, which are growing / declining. Data taken from your sales accounting system.

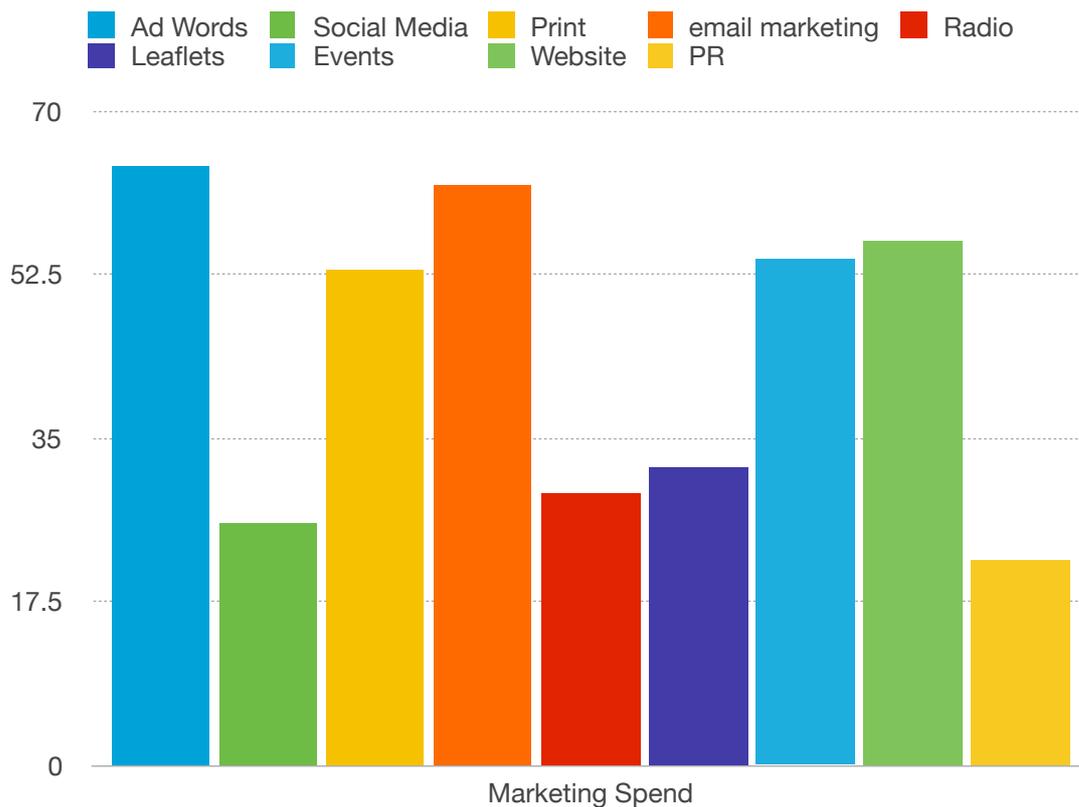


Customers - how many, what type, ranked by spend - a snapshot of all customer revenues - taken from your sales accounting system.



Marketing Investment :

Identifying where your investment is going - with a breakdown per category to include timescale, message, audience aimed at.



Marketing Messages:

A review of the messages you are putting out and to whom - review of why should anyone buy your products or services?

Buyer Persona:

Who buys from you? How can they be described? Why do they buy? All your know about your current customers and their buying habits.

Competition :

Who are they and what do they do well?

Step Two : Where do you want to be?

Business Objectives and Timescale:

What do you want to achieve and by when in terms of :

Sales Growth - revenues, number of customers, introduction of new products, entering of new markets - the Ansoff Matrix below is a useful tool for looking at products/ services and markets.

Spend by Customer - forecasts by key customers - how can you retain grow spend from all top 10 / 20 / 50 customers?

Asking key customers for their input - why do they buy from you? what would make them buy more? what do you do really well? what do you need to improve upon?

New Customers - who are they likely to be? - how can you attract them?

New Markets - what are the opportunities? what is needed to enter an identified new market?

New Products or Services - what could they be? do you have the expertise / technology / resources to create and deliver?

Ansoff Matrix

	Established Products	New Products
Established Markets	Market Penetration	Product Development
New Markets	Market Extension	Diversification

Step Three : How do you get there?

What needs to happen in terms of your sales and marketing focus and activity?

The transformation grid below helps create change without necessarily increasing resources or investment.

If you want to do more of A you might need to do less of B.

If you want to start doing C you might need to stop doing D.

The outcome of Step Three is a 4-5 sales and marketing plan which all key stakeholders have contributed to and who then are charged with implementing.

Part of Step Three is to help kickstart the implementation.

Sales Transformation Grid

Eliminate	Create
Reduce	Increase

Programme Timescale and Summary:

Month One: Where are you now?

An audit of all sales and marketing activity and results.

Detailed analysis of products and services available to purchase.

Best sellers

Customer types - who buys?

Customer segmentation by spend and spend trend

Sales resource and how it is deployed

Barriers to sales

Marketing activity - including messages, mediums used, budget, effectiveness (both known and perceived)

Month Two: Where do you want to be?

Setting objectives and timescales

Begin to create the strategic plan including :

Key product / service sales forecast

Sales resource plan (and identification of any associated personal development / training requirements)

Marketing plan : Target audience, message, timing, reach mechanisms

Handling and developing key customers

Month Three: How do you get there?

Completion of the strategic sales and marketing plan and start of the transformation implementation

The equivalent of two full days would be spent each month on the programme.

Month Six : Follow Up

A two hour review meeting of what has happened, the results that are occurring, ideas for plan enhancement

Why use Trevor Lee?



Trevor specialises in helping businesses attract, win, retain and grow customers through helping them :

- Provide a great customer experience
- Make it easy for customers to buy
- Spot and seize sales opportunities
- Create revenue generating ideas and momentum
- Deliver awesome sales pitch and presentations
- Develop their sales and marketing teams and personnel

Prior to setting up Trevor Lee Media Trevor held various senior positions during a 29 year career with the regional media arm of the DMGT group including Commercial Director, Sales Director, Marketing Director and Managing Director. Trevor will bring to your business ideas, enthusiasm, an entrepreneurial mindset, energy, and excellent communication skills.

Your investment

The fee for this programme includes the following:

The equivalent of 2 days per month for each of the three programmes parts, a two hour follow up in month six, all preparation works and materials and all travel within a 50 mile radius of TR1 3TN.*

Programme Fee Month One :	£870 +vat	
Programme Fee Month Two :	£870 +vat	
Programme Fee Month Three :	£870 +vat	
Programme Fee Month Six :	£0 +vat	
Total Fee :	£2610 +vat	(* mileage beyond this charged at 45p per mile +vat)

What to do next :

Give me, Trevor Lee a call on 07785 390717 or email me via trevor@trevorleemedia.co.uk and we can have a conversation about how a sales and marketing transformation can help your business make the next big step.

