

Create and Implement a “Revenue Acceleration Plan”

Discovery

Interview a few:

- » Key internal people
- » Happy customers
- » Prospects who did not buy

Review:

- » Marketing approach, sales process & tools, metrics
- » Competition

Recommendations re:

- » Sales and Marketing Effectiveness

Market Penetration

Align on:

- » Target market
- » Value Proposition
- » Sales-Ready Lead criteria
- » Accelerating the sales process via human and online interaction, sales tools
- » Metrics to drive results
- » Action plan

Sales Effectiveness

- » Fine-tune Sales Milestones based on buying behavior
- » Sales (2.0) methods, best practices to accelerate sales results
- » Optimal use of human and online interaction
- » Build new methods, tools into the sales process
- » Sales team readiness, including Sales and management training

Sales Tools

- » Recommend online/offline tools for each sales milestone
 - Web presence
 - Demand generation
 - Sales collateral
 - Product Demos
 - ROI tools
 - Social networks
- » Leverage current content to maximize Return on Investment

Performance Management

- » Manage successful adoption of new sales and marketing strategies, methods and tools
- » Track behavior and results vs. key metrics and fine-tune approach to drive success

60 - 90 Days 