



Marketing Strategy Program

WHO IS IT FOR?

Small to medium sized IT and technology companies who are growing fast, or need to increase growth, and are looking to increase market share in national and international markets.

WHY SHOULD YOU BE INTERESTED IN THIS PROGRAM?

Expertek can help increase your sales by improving your market penetration, and extending sales into new markets, through the application of proven approaches to market analysis, strategy, planning, and implementation.

WHAT IS THE PROPOSITION?

We deliver a structured approach to marketing and sales development through a combination of the following initiatives:

- Auditing current sales and marketing activities
- Facilitating strategy discussions at board level
- Improved segmentation and targeting of existing and new markets
- Evaluating and optimising the product or service portfolio
- Refined propositions and messaging to fit specific segments
- Review of the existing, and identification of the best channels to market
- Sales enabling of direct and partner sales teams; identifying the tools, processes, materials, needed to increase sales
- Identification of the most cost-effective communication channels
- Programme Management. Creating action plans to increase sales and marketing effectiveness

HOW DOES IT FIT WITH EXISTING SALES AND MARKETING PROGRAMS?

Introduces independent expertise to management decision-making process and establishes an effective framework for developing and justifying decisions.

WHAT ARE THE BENEFITS?

- Objective appraisal of existing sales and marketing strategy
- Increased sales and reduced sales cycles
- Improved use of management time
- Improved communications between sales and marketing
- Reduced time required to develop new channels
- Reduced marketing costs and increased effectiveness of resource usage
- Increased lead generation capability through targeting the most productive segments