

**GRAYJAY**

SALES & MARKETING CONSULTANTS

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*Improving Top Line Performance*





# THE FOUR TARGET AREAS

*of sales & marketing to focus on now*



# SALES & MARKETING PLAN: *Simplified Checklist*

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## **PROFIT MARGIN**

1 *Customers*

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2 *Sales & Marketing Plan*

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3 *Strategy*

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4 *Management*



# SALES & MARKETING PLAN: *Simplified Checklist*



## CUSTOMER

### PLAN

*How does the plan support customer's requirements?*

### TOOLS

*How do they keep their existing customers?*

### TACTICS

*How do they find more customers?*

### STRATEGY

*How do they continue to provide growth and value?*



# THE MARKETING PLAN



## 6 & 12 ROAD MAP: *Short & Long-Term Focus*

1 - 6 MONTHS      6 - 12 MONTHS

### ALIGNMENT

*Same Goals & Objectives*

### TACTICAL

*Tools & Solutions*

### STRATEGIC

*Focus*

### MANAGEMENT

SHORT-TERM STRATEGY

#### REP

- COMMUNICATION
- TOP TEN
- PLAN ON A PAGE
- TRAINING
- REP COUNCIL
- RSM
- REP FOCUS
- SALES TRAINING / DISCIPLINE
- CRM – IMPLEMENTATION
- SALES PROCESS – END CUSTOMERS
- ACCOUNT MANAGEMENT / DISCIPLINE
- COMMUNICATION
- RESTRUCTURE TEAM – REP FOCUS & INTEGRATORS
- SECURE THE FORT / PRESENT-PAST

#### MARKETING

- BRANDING / MESSAGING
- ALIGNMENT (REP / MARKETS / VALUE PROPOSITION)
- REQUIREMENT & PROCESS
- TOOLS
- TACTICS

FOCUS

- GOALS WITH DEFINED OBJECTIVES
- STRATEGY & TACTICS
- MEASUREMENT
- RESULTS

#### ROI

LONG-TERM STRATEGY

#### MARKET-DRIVEN PLAN

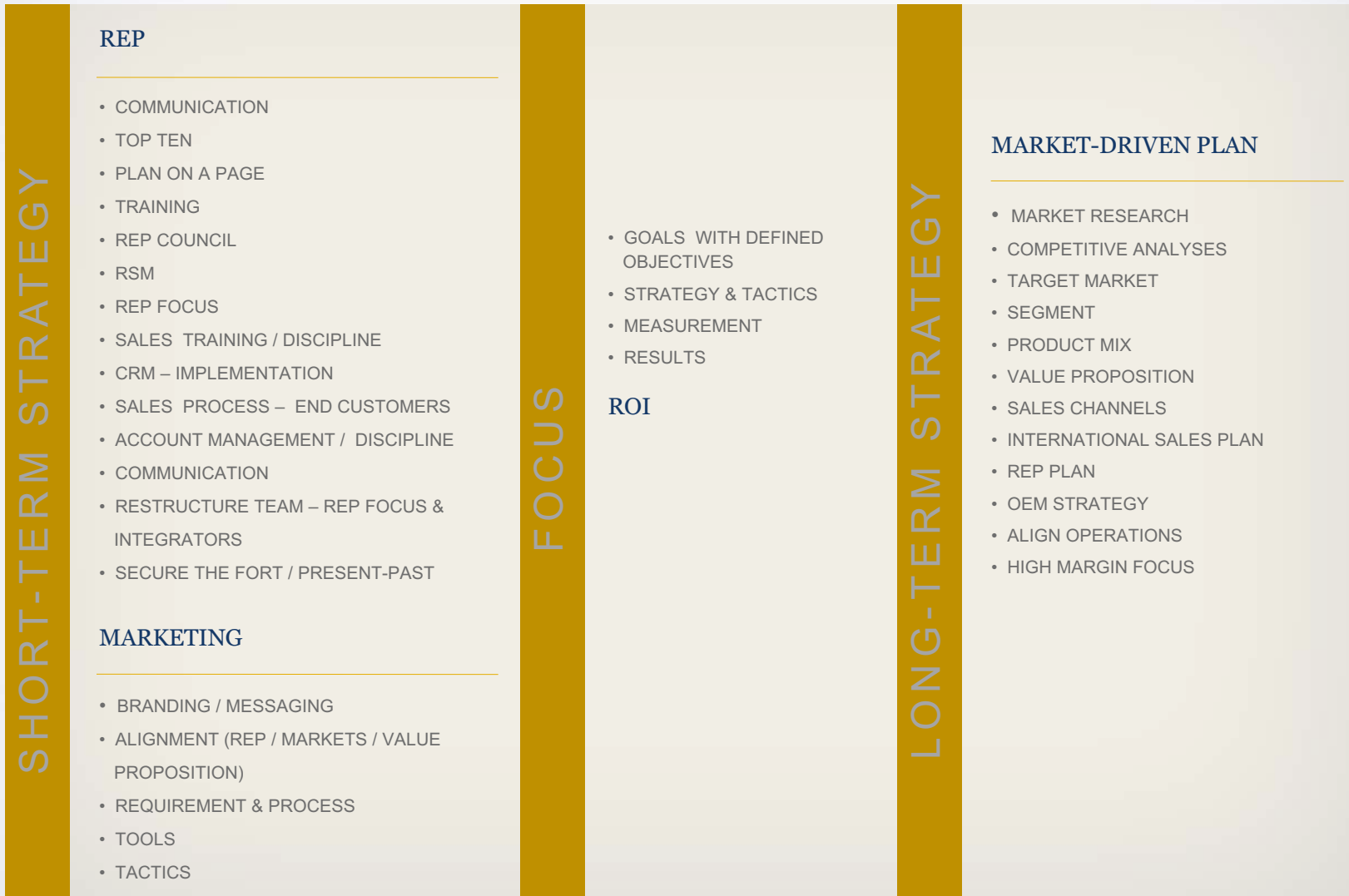
- MARKET RESEARCH
- COMPETITIVE ANALYSES
- TARGET MARKET
- SEGMENT
- PRODUCT MIX
- VALUE PROPOSITION
- SALES CHANNELS
- INTERNATIONAL SALES PLAN
- REP PLAN
- OEM STRATEGY
- ALIGN OPERATIONS
- HIGH MARGIN FOCUS



# 6 & 12 ROAD MAP: *Short & Long-Term Focus*

1 - 6 MONTHS

6 - 12 MONTHS



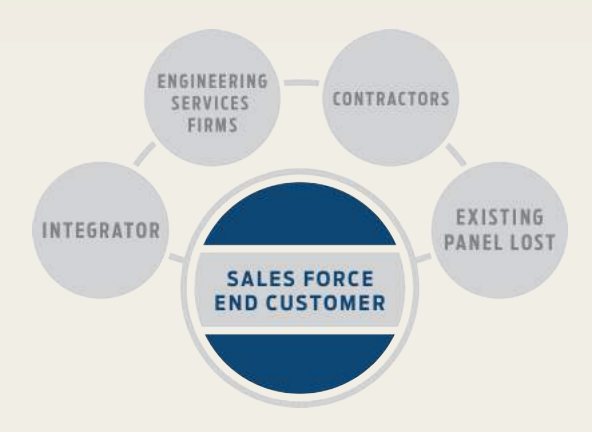


## STRATEGY: *Simplified Checklist*



# STRATEGY & TACTICS — Short-Term Focus

- SHORT-TERM STRATEGY: 1-6 MONTHS
- REP**
- COMMUNICATION
  - TOP TEN
  - PLAN ON A PAGE
  - TRAINING
  - REP COUNCIL
- RSM**
- REP FOCUS
  - SALES TRAINING / DISCIPLINE
  - CRM – IMPLEMENTATION
  - SALES PROCESS – END CUSTOMERS
  - ACCOUNT MANAGEMENT / DISCIPLINE
  - COMMUNICATION
  - RESTRUCTURE TEAM – REP FOCUS & INTEGRATORS
  - SECURE THE FORT / PRESENT-PAST
- MARKETING**
- BRANDING / MESSAGING
  - ALIGNMENT (REP / MARKETS / VALUE PROPOSITION)
  - REQUIREMENT & PROCESS
  - TOOLS
  - TACTICS



**SALES PROCESS**  
Defining the process and stages of making the sales happen from open to close

**CRM**  
Tracking, measurement & data capturing for VOC

**REP COUNCIL**  
Responsible for the Implementation & follow-up

**SALES RESTRUCTURE**  
Ensuring the right team & supports are in place

**TRAINING**  
Supports the strategy & tactics

**ALIGNMENT**  
All tools developed must align with the strategy & tactics across all sales & marketing





## MANAGEMENT: *Simplified Checklist*

