

A blue-tinted photograph of a business meeting. Several people in business attire are seated around a table, looking at documents and laptops. The image is semi-transparent, allowing the text to be overlaid.

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Why is a
SALES & MARKETING ASSESSMENT
important to YOU ?





*A well-defined sales & marketing plan
with executable strategies & tactics
will dramatically impact top line results.*

Companies that tightly align sales & marketing functions enjoy

36% HIGHER RETENTION RATES &

38% HIGHER SALES WIN RATES

SOURCE: [MARKETINGPROFS](#)





Aim for the right

SOLUTION



Review of the company's

CURRENT SALES & MARKETING STATUS



WHAT TO LOOK FOR IN YOUR SALES AND MARKETING PLAN

Is there a strategy specific to sales & marketing goals & objectives?

CUSTOMER – GROWTH – MARKETS – PRODUCTS – MARGINS – FOCUS – VISION

Does the plan include focused tactics defined with a planned execution that are time-lined and budgeted?

TOOLS – PROCESSES – PRODUCT MANAGEMENT

What is the management role, and how is the plan managed and measured?

OWNERSHIP/RESPONSIBILITY – ACCOUNTABILITY – FOCUS



THE NEXT STEP TO IMPROVE YOUR TOP LINE

We provide you with a proposal that fits your needs by

- 1 Understanding your vision for the business
- 2 Evaluating the current sales and marketing plan:
Customers - Products - Markets - Competitors - Tools - Tactics - Sales Process
- 3 Defining goals with objectives to develop short & long-term plans:
Strategic +Tactical + Measureable + Budgeted + Focused = Results
- 4 Implementing

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BRIAN PAYNE
President of GRAYJAY

Mr. Payne is a senior marketing executive with a proven passion and creativity for finding new ways to market products and develop new channels of business. He is a seasoned business professional who combines over 27 years of experience in sales and marketing to create successful and cohesive go-to-market strategies.

As a member of senior management teams his marketing career reaches across international and domestic business entities from venture capital funded companies, to the Fortune 500, to privately

held middle market companies. He has successfully developed and executed sales and marketing plans that have resulted in process improvements that have increased companies' sales revenues. These high impact action plans maximize ROI by targeting vertical market segments which utilize a company's core competencies and focus its strengths into executable tactics.

Mr. Payne offers clients a fresh perspective on their business and provides new vision by offering unique marketing ideas and concepts which blend into the client's existing business environment. By utilizing voice of the customer data and market research, he is able to identify industry trends that allow him to create functional and highly effective marketing plans and tactics.

As a strategic marketer with an entrepreneurial spirit, he finds new ways to rethink markets and energize products for increased market share and profits. From his branding insights, strategic message mapping and precision tactics, he will find ways to retool client businesses for sales and marketing success.

These integrated plans are road maps which are driven with actionable strategies that equate into improved sales and profits. This is a major catalyst to achieving the turnaround goals and objectives of the business.