

# FOCUSED STRATEGIC PLANNING

## MARKETING AND SALES



Francis A Jones has developed Focused Strategic Planning as a way of helping our clients pinpoint specific factors or issues that affect their business, and give them the attention they deserve. Our aim is to provide the relevant data, skills, objective feedback, guidance and tools you need to move forward with confidence.

### **Strengthening your foundations.**

Sales and marketing are the core of most businesses. Your performance in these areas dictates how your brand is perceived, how you communicate with your customers, how your people go about their daily tasks, and how much success you enjoy. So it's vital that you spend some time seeking opportunities to grow sales and profit through your sales and marketing activities.

### **The art and science of marketing and sales.**

There are two aspects to this essential strategic workshop: getting a clear view of your existing and projected sales through the lens of revenue, margins, costs and issues like government policy; and investigating your marketing processes and how they can be improved.

We have developed two Francis A Jones business insights questionnaires to prompt the questions you should be asking and the data we should be examining together, and in less than half an hour you can complete both. Reviewing associated sales, financial and business data will help us find pathways and solutions together when we meet.

### **Creating strategies for success.**

The objective in our two hour workshop session is to help you regain focus on the synergies between sales and marketing, and to formulate strategies to optimise both to achieve stronger sales performance.

The opportunities we uncover can be as diverse as streamlining processes, adding or upgrading Customer Relationship Management software, and expanding your social media reach. We can help to identify external experts to assist you to implement your ideas.

After the workshop we'll provide a strategic plan that will help you action the ideas, tactics and policies discussed, and we'll follow up four weeks later. If you need it, we can update, evolve or help you reassess every aspect of the strategies you choose at any time.

**Check [faj.com.au](http://faj.com.au) for more information and free business insight questionnaires that will help you protect, grow and improve your business, or call us on 9335 5211.**

