



The Strategic Planning Group's
STRATEGIC MARKETING EFFECTIVENESS ASSESSMENT

The Marketing Assessment can include some or all of the components outlined below based on your organizational needs.

<p>Market-driven Culture</p> <p><i>Understanding existing and potential customer segments including:</i></p> <ul style="list-style-type: none">• Market Segment Definition• Demographic & Lifestyle Trends• Lifestage Needs• Customer Value Profile• Purchase Behaviour• Response to Marketing Initiatives	<p>Strategic Orientation</p> <p><i>Review of the strategic marketing focus and priorities:</i></p> <ul style="list-style-type: none">• Review of Marketing Mission• Critical Success Factors• Competitive Positioning• Gaps & Opportunities• Strategic Objectives• Action Plans• Linkages to Other Corporate Strategies	<p>Marketing Organization</p> <p><i>Ability to implement approved strategies & plans:</i></p> <ul style="list-style-type: none">• Structure Review• Roles & Responsibilities• Functional vs. Relationship Marketing• Relationships With Other Groups• Skills Assessment• Training & Development	<p>Customer Focus</p> <p><i>Understanding customer needs, expectations and preferences:</i></p> <ul style="list-style-type: none">• Type of Customer Research Used• Customer Value Analysis• Product Needs• Service Expectations• Delight Factors• Customer Satisfaction Analysis
<p>Environment Scan</p> <p><i>Understanding the forces and trends in the marketplace:</i></p> <ul style="list-style-type: none">• Economic Trends• Demographic Trends• Regulatory Changes• Competitive Analysis• Consumer & Business Trends• S.W.O.T. Analysis	<p>Marketing Information</p> <p><i>Quality of the information, tracking and measurement data:</i></p> <ul style="list-style-type: none">• Key Performance Indicators• Data Integrity• Use of Marketing Information & Formal Research• Forecasting and Market Potential Analysis• Control Measures	<p>Performance & Efficiency</p> <p><i>Review of marketing performance and implementation efficiency:</i></p> <ul style="list-style-type: none">• Share of Market Performance• Profitability• Productivity & Efficiency• Marketing Image• Implementation Effectiveness• Marketing Spending Analysis	



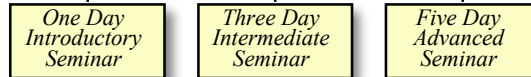
The Strategic Planning Group's STRATEGIC MARKETING PLAN DEVELOPMENT

Plan Development Options

T.S.P.G. Conducts Planning Training Seminars

A series of planning seminars can be used to teach the process and develop the skills of the marketing staff.

Marketing Planning Seminars

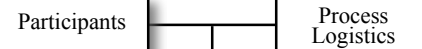


- One Day Introductory Seminar**
 - Introduction to planning
 - Importance of planning
 - SMP Process
- Three Day Intermediate Seminar**
 - Role of marketing
 - Importance of planning
 - Planning techniques
 - Builds a skeleton plan
- Five Day Advanced Seminar**
 - Split into two sections : two days and three days
 - Includes theories and workshops
 - Builds a real plan in detail

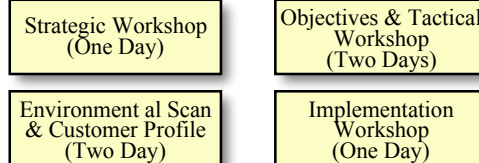
T.S.P.G. Facilitates Your Team

This process has T.S.P.G. guiding your marketing staff through a process of learning workshops and building a plan.

Preferred Planning Process



Facilitated Workshops



T.S.P.G. Completes Plan

Under your direction and supervision, T.S.P.G. would produce the plan.

TSPG Briefed By Client

Interviews with Key Executives/Managers

Strategic Direction

Your Approval

Objectives, Strategies and Tactics

Interim Report

Implementation Plan

Your Approval

Final Plan & Presentation

Each Option Will Produce a Highly Effective Plan - Degree of Learning Will Vary Depending on the Role participation of the Participants.



The Strategic Planning Group's

SALES MANAGEMENT EFFECTIVENESS “TOOL KIT”

The Sales Management Effectiveness “Tool Kit” can include some or all the components outlined below. Your needs will drive which elements you will require.

Strategic Sales Planning

Develop a Sales Group Strategic Plan that is aligned with the corporate business plan, including:

- Creating a Sales Group Vision & Mission
- Establishing a Goal and Objectives
- Conducting a SWOT Analysis
- Developing Sales Strategies and Tactics
- Action Planning for Implementation
- Evaluation & Review Processes

Sales Team Effectiveness

Ensure that the Sales Team has the right people in place to meet the needs of the customer & achieve corporate goals, including:

- Selection and Recruitment Processes & Practices
- Behavioural Profiling
 - Skill & Competency analysis
 - Understanding Customer Needs & Values
 - Sales Force Productivity

Sales Infrastructure & Design

Conduct an audit & analysis of the Sales Organization & ensure the most cost effective & appropriate channels are being used to meet customer & corporate needs, including:

- Internal & External Audit of Current Structure
- Customer Segmentation
- Development of National & Key Account Programs
- Appropriate Channel Selection
- Change Implementation Strategies

Sales Leadership: Maximizing Performance

Provide organizations with Sales Leadership practices & performance management processes tools to ensure goals are met, including:

- Sales Leadership - Best Practices
- Setting Goals & Objectives
 - Measurement Criteria
 - Providing Feedback
 - Coaching for Improved Performance
 - Managing “Difficult” Employees

Sales Meeting Planning & Organization

Provide organizations with an effective planning framework & guidance to presenters to communicate information in consistent & professional manner, including:

- *Setting Meeting Goals & Objectives*
- *Program Design - Content & Structure*
- *Coaching & Guidance for Presenters*
- *Facilitation*
- *Evaluation*
- *Logistics and Facilities Management*

Sales Team Rewards and Recognition

Analyze, evaluate and recommend cost effective methods of recognizing and motivating sales team members by rewarding them for high performance, including:

- Diagnosis and evaluation of current programs
- Role Responsibility & Accountability Clarification
 - Critical Success Factors
 - Goals and Measurement Evaluation
 - Program Design & Implementation