

FRESH
MARKETING
STRATEGIES



PROFITABILITY
& CONTROL

... *Gerry Moan*

Action Marketing – Leave the competition for dead!

What will the Action Marketing achieve?

Do you know how you're going to grow your business?

Do you know your competitors & what they are doing?

Do you have a clear strategy to develop new markets and increase sales?

What will we Learn ?

High-energy exercises and presentations assist participants in building their Sales Activity Plan which is tailored to each company's needs and based on research into the practices of successful SME's. Each workshop is devoted to one of the four themes to assist in building a comprehensive, exciting and challenging Sales Activity Plan for each company, with an emphasis on learning through doing the workshops and having role plays & presentations to reinforce the new skills. Every Workshop is followed with a mentoring session with the participants to make sure we get consistent results!

Themes

Understand your customers -

Who are your customers and what are their needs?

Identify your 'Ideal Customer'

Use analysis to establish your 'point of difference'

External environment -

Commence market research and competitor analysis

Start to identify potential but yet untapped markets and review the sustainability of existing markets

Marketing strategy -

Consider various ideas on promotions & advertising

Set marketing objectives and plan for action

Set realistic targets to ensure an effective roll-out

Put in place control mechanisms to monitor returns

Selling -

How to ensure follow up of lead generation

Develop a 'Sales Process' customised to your business

Implement processes to maintain an effective CRM system to allow continuous improvement of your marketing strategy and measure effectiveness of your campaigns

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What others said!

This programme really combined theory and practice in a way which has inspired us. We even made sales to the other participants - great stuff!

Neil Waters
Cusken Office Supplies

Who is Gerry Moan?

A Practical, Down to Earth Business Trainer & Adviser who has worked with hundreds of Irish Owned SME's. He loves working in sales marketing and business development roles in progressive businesses that are not afraid to make changes.

Gerry has grown a number of businesses and advises many high growth start-ups. He has an ability to cut through to the heart of a matter and help then define a new and better way forward for all those he works with.

An accomplished and inspirational sales coach and public speaker, Gerry brings his expertise to companies focussing on building and maintaining relationships with prospective customers and help them devise and validate effective sales and marketing strategies.

So... in Recap!

Two Days on site with those in the business responsible for marketing.

Follow up mentoring Sessions for each participant

Themes

Understand your customers

Enough Research to have you know and understand your customers

External environment

Taking a look at what others and the markets want

Marketing strategy

Putting together realistic plans for marketing activity

Selling

How to turn the effort into Profits

Know the Business and its Customers!

