



Marketing Planning Workshop



Simpson
Associates

Simpson Associates employed ASCL to help them define their marketing plan

As markets mature and become more competitive it is important to recognize that the business needs to evolve and develop new methodologies.

The ultimate aim is to make the business more predictable by standardizing the style and approach of the sales force

Do you feel that your sales team are making the best of the opportunities that your products and markets offer them



The Elms
Green Lane
East Cottingwith
York YO42 4TT

Phone: +44 (0)1759 318831

Fax: +44 (0)1759 318787

Email: sales@ascl.co.uk

So tell me what can I do to improve the effectiveness of my sales team?

“By providing our people with a clear understanding of what we can do for our prospects, they should be able to control the sales opportunity more effectively”

Mark White
Managing Director
Simpson Associates

Since 1991 Simpson Associates have been providing business intelligence solutions and financial consultancy to leading national and multinational companies. With over 150 customers in the UK they have been chosen as Cognos Partner of the Year four times (1995, 1998, 1999 and 2000) .

“Over the past 11 years we have delivered solutions on AS400 and Windows platforms alongside many of the major ERP vendors. In the process we have developed a standard approach and a number of analytical applications of this technology”, explained Mark White, managing director of Simpson Associates.

“We had started to recognize that our market place was becoming mature. More frequently we were involved in competitive bids, and prospects were asking us to differentiate from others in our marketplace. Something we hadn’t needed to worry about before. We knew we had a unique story to tell but we needed to make certain that we made the most of our strengths and opportunities.

In this more competitive market it was also becoming harder to predict where, when and how the business was coming in. Although the base order values had increased, we recognized that we needed to understand how to plan the business in this environment if we were to keep the strong position that we had developed. We wanted to be able to tie our sales pipeline/activity to our marketing plan

We worked with ASCL because of their unique experience. They knew our technology and had a wealth of experience in planning and selling IT solutions through reseller and consultancy channels.

They worked with us through a two day marketing workshop




Simpson
Associates

Simpson Associates employed ASCL to help them define their marketing plan

As markets mature and become more competitive it is important to recognize that the business needs to evolve and develop new methodologies.

The ultimate aim is to make the business more predictable by standardizing the style and approach of the sales force

Do you feel that your sales team are making the best of the opportunities that your products and markets offer them



The Elms
Green Lane
East Cottingwith
York YO42 4TT

Phone: +44 (0)1759 318831
Fax: +44 (0)1759 318787
Email: sales@ascl.co.uk

where they covered the principles of marketing and strategic planning and made it relevant to our circumstances.

They adopted an approach that helped us develop our own marketing planning processes within the business, then guided and mentored us through implementing the objectives that we had identified within the workshop.

From the end of the workshop we took control of our own marketing plan and started on immediate activity that shaped the way that we ran and focused the business. We continued to develop the plan through our review process and started to establish what potential clients would be interested in.

We have now established a more meaningful marketing communications plan. We know what we want to say and who to target these messages to. This makes it so much easier to recognize the right methods of communicating with our markets and will ensure that our PR and advertising budgets are well spent.

We now understand the environment we need to create to ensure that our sales and account staff have all the tools they need to control their sales more effectively. This will help them to eliminate the competition from our new prospects and to keep them out of our existing accounts.

We have followed this through by training our sales staff in our sales process which we now own. We have standardized our forecasting and qualification process so that we will be able to establish a more predictable sales model. In the longer term this will allow us to plan the business more effectively.

This can even have benefits for our suppliers and partners. Our suppliers have always valued us as a leading partner. But we anticipate that by becoming more consistent in our sales process we can be more certain of achieving our targets and quotas. This will surely help them to value us more highly than any other partner. And in a more competitive market we see this as a key strategic goal for all our supplier relationships.”

We would like to take the time to help you experience the same benefits as this satisfied customer.

Simply contact us to discuss your requirements.

You can write, phone e-mail or fax us using the contact details here on the left.

