

“No Excuses” Marketing

\$3,500

When sales people don't make their numbers, the most common reaction is to blame the problem on marketing. “No Excuses” Marketing is an assessment designed to align marketing efforts with sales goals and processes to eliminate this unproductive blame game.

What you get:

- ✓ Comparative analysis of sales and marketing perceptions
- ✓ Lead capture, hand-off, follow up and management evaluation
- ✓ Prey vs. farm qualification and nurturing programs
- ✓ Competitive landscape and positioning review
- ✓ Target market(s) analysis
- ✓ Actionable information -- 4 to 6 page findings and recommendations report