



Marketing Effectiveness 'for Profit':

Develop a systematic approach to aligning your sales and marketing effort. Through your deeper understanding of the market and your customers you will maximise profitable opportunity.

1. Business Strategy.

Define and understand your long term direction (3 to 5 years) and define the broad scope of your activities. For a smaller business this is usually defined simply and gives a sensible definition of what the business is going to focus on. It's good to get your strategic intent on the table.

2. Structure and People

Get in shape to deliver what you want. (or re- define the strategy to suit what you are capable of) Do you and your colleagues have the knowledge, resources, contacts and skills to deliver the strategy?

3. Marketing Planning

Develop a **working plan** so that you know where you are going in the next 1 to 3 years. How will the business go to market to achieve its long term strategic goals? Ensure that the marketing plan leads the business. Include customer/market/competitor assessments. Use this knowledge to drive the objectives.

4. Sales planning

Follows the marketing plan and shows how to align customer facing resources (typically sales activity) to deliver the strategic plan over the next 1 to 3 years. Metrics and customer specifics are the keys here to support and deliver long term objectives. What and how much are you going to sell, to whom and at what price?

5. Marketing Activity

Your marketing activity should of course be *outlined* in the plan. This is the detail of how you will deliver the marketing elements such as campaigns into sectors and customers. Make sure that you link a good proportion of your activity back to the customer. Keep asking what the customer will want?

6. Sales Activity

Efficiency means relating your sales activity back to your strategy and marketing plan. (As it does with marketing activity) Set quantitative and qualitative objectives; how much to sell, what to sell, where to sell and desired profit are good examples of this. How will you deliver your service according to your promises? Are you maintaining your pricing policy? Are you monitoring your effectiveness? Do you understand your value proposition? Is your sales activity aligned behind the marketing plans and objectives? Good, because many companies don't do this! This is sales activity supporting the plan.

7. Price Management

This is so important that I have dedicated the 'magic' number 7 to it. Use a model to ensure that the margin can be tracked against sales and marketing activity. You need to know what activity leads to the most profit for your business and which is less profitable. It is not easy, in fact in my experience many companies find it too hard – try harder. It will reap rewards! It will increase your profits.