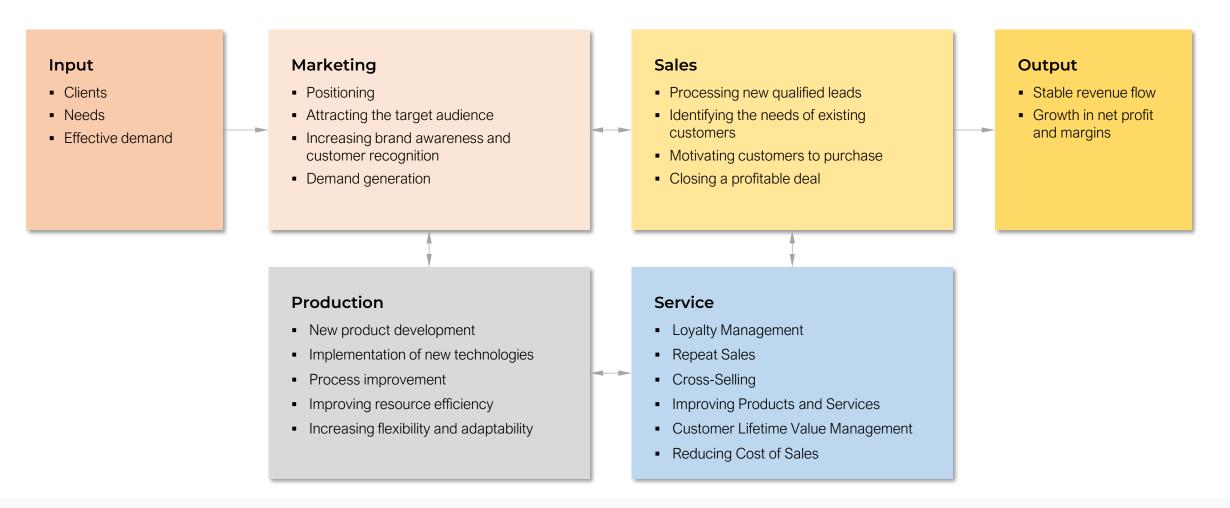


### What marketing and sales upgrade provides



Marketing and sales upgrade allows you to organize systematic work to ensure a stable, manageable process of delivering value to consumers and generating profits



## When you need upgrading marketing and sales



Marketing and sales upgrade is needed at the first sign of profit generation problems

# Problems of profit generation

- Customer acquisition costs exceed their lifetime value (LTV)
- Margin contraction
- Increasing service and advertising costs
- Slowing and stalling growth

#### **Destruction of reputation**

- A snowballing of negative reviews
- A drop in net promoter score (NPS)
- Customers leaving for competitors
- Destruction of relationships with partners

#### Postponing problem-solving leads to business collapse on a downward trajectory

#### Chaos of governance

- Team burnout
- Firing of top employees
- "Budget wars" between departments for dwindling resources
- Decision paralysis
- Management by feel

#### Avalanche of losses

- Departure of most key clients
- Loss of 80% of revenue within a year
- Degradation of business processes and management
- Bankruptcy or acquisitione

# Diagnosing profit generation problems



| Typical signs of problems  | Typical excuses for failure   | The main causes of problems   |
|--|---|---|
| <ul> <li>Sales productivity is declining</li> <li>Regular customers are stopping buying</li> <li>It's unclear where and how to find new customers</li> <li>The return on investment in product and service development is unclear</li> <li>Customers are interested in the company's products and services, but they don't buy</li> <li>Incoming customer traffic is not converting into sales</li> <li>Customer acquisition is becoming increasingly expensive</li> <li>Marketing and sales results are difficult to predict</li> <li>Customer service is overwhelmed with work</li> <li>The number of negative reviews about the company is growing</li> </ul> | <ul> <li>Our marketing isn't advertising the right things</li> <li>Our salespeople are missing out on readymade clients</li> <li>Our salespeople are pushing something completely different on clients than what we produce</li> <li>What we sell is completely useless</li> <li>Our clients have unrealistic expectations</li> <li>We can't sell at these prices</li> <li>Our customer service is ruining everything</li> <li>With our quality, it's impossible to get a satisfied client</li> <li>Our competitors are playing unfairly</li> <li>We basically can't sell more</li> </ul> | <ul> <li>Misunderstanding the target audience</li> <li>Incorrect positioning</li> <li>Underestimating the influence of competitors and other market players</li> <li>Lack of customer centricity</li> <li>Misunderstanding customer requirements</li> <li>Ignoring customer feedback</li> <li>Unfulfilled promises</li> <li>Missed deadlines</li> <li>Hidden terms and imposed options</li> <li>Unfinished products and services</li> <li>Disjointed marketing and sales processes</li> <li>Tactical approach, impulsiveness</li> </ul> |

## How to perform marketing and sales upgrade



Marketing and Sales Upgrade is performed in three stages:

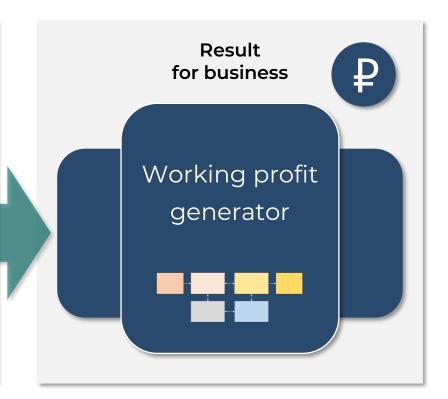
- 1. Conducting a preparatory workshop with business owners and managers: gathering **facts** about the current state of business, identifying **goals and constraints**, formulating working **hypotheses**, agreeing on **metrics** for evaluating the project's outcome and format
- 2. Forming a working group, developing and approving a marketing and sales upgrade model
- 3. Launching the upgrade project, organizing a project office, and **implementing changes**

# Gathering information and preparing for the upgrade

- Marketing Strategy
- Customer Base
- Target Audience
- Product and Service Portfolio
- Competitors
- AS IS Processes
- Resources and Technologies

#### Моделирование и внедрение изменений

- Value Proposition (Business Model Canvas)
- Customer Journey Maps (CJM)
- Value Chain
- Marketing and sales upgrade project management



### Results of marketing and sales upgrade



# A sustainable profit generation system that allows you:

- Ensure a stable revenue stream
- Attract and retain paying customers
- Efficiently convert customer inquiries into sales
- Reduce the cost of customer acquisition and retention

## Working value proposition and profit generation model

- A value proposition focused on real customer needs
- A business model that ensures sustainable profit generation

# General KPIs focused on customer experience and revenue generation

- Implementing common metrics for marketing, sales, and service
- Focus on predictable results, profitability, and increasing loyalty (NPS, LTV)

## Methodology for planning and evaluating work results

- A system for regularly monitoring and analyzing the effectiveness of marketing and sales
- Making changes to operations based on data without the need for intuitive decisions

# Coordinated regulations and job descriptions

- No fragmentation and siloing of regulations and instructions
- Clearly delineate areas of responsibility
- Documented interaction processes

# Organizational structure focused on profit generation

- Restructuring marketing and sales departments around common goals
- Removing organizational barriers
- Using cross-functional workgroupsynn

# Integrating marketing and sales data into a company's business processes

- Cross-functional use of customer, lead, and transaction data
- Fostering feedback across departments
- Providing insights for decision making

# Roadmap for the implementation of information systems and technologies

- Plans for the development of marketing automation systems, analytical platforms, and CRM
- Plans for technical support and maintenance of marketing and sales processes



Targeted marketing and sales for B2B

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