

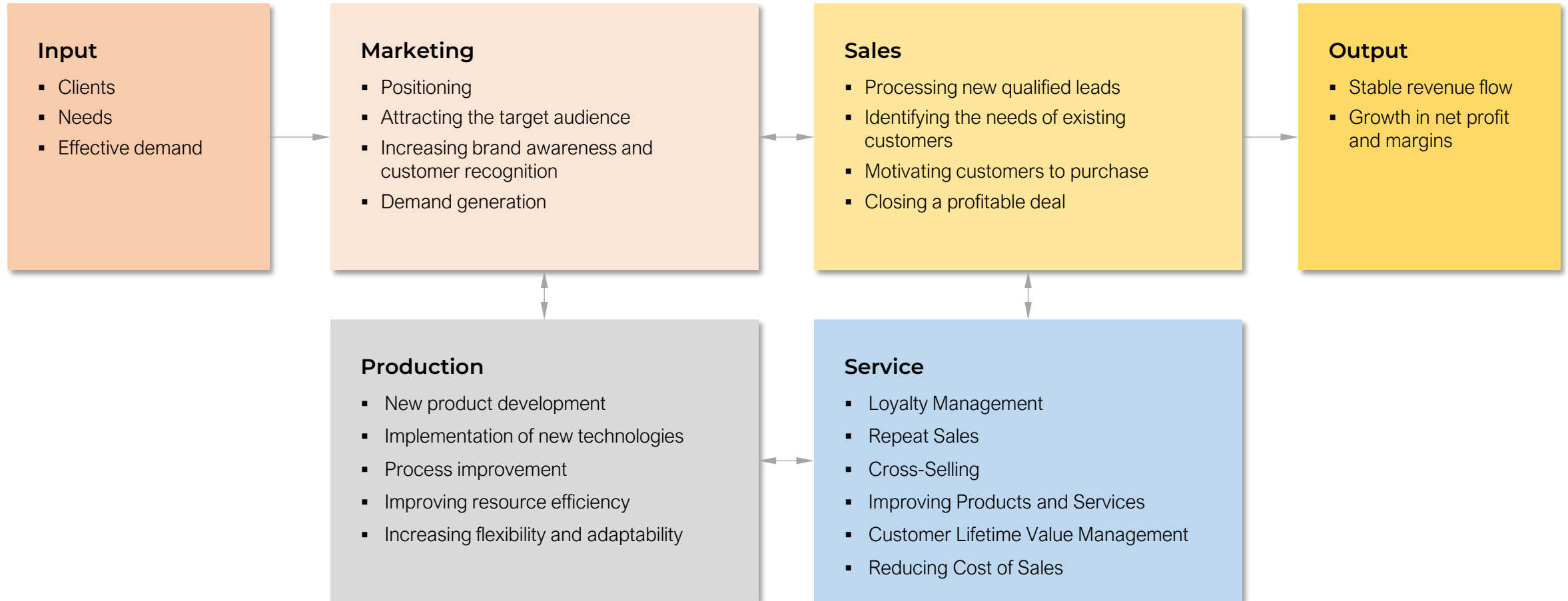
Targeted marketing  
and sales for B2B

# Marketing and Sales Upgrade

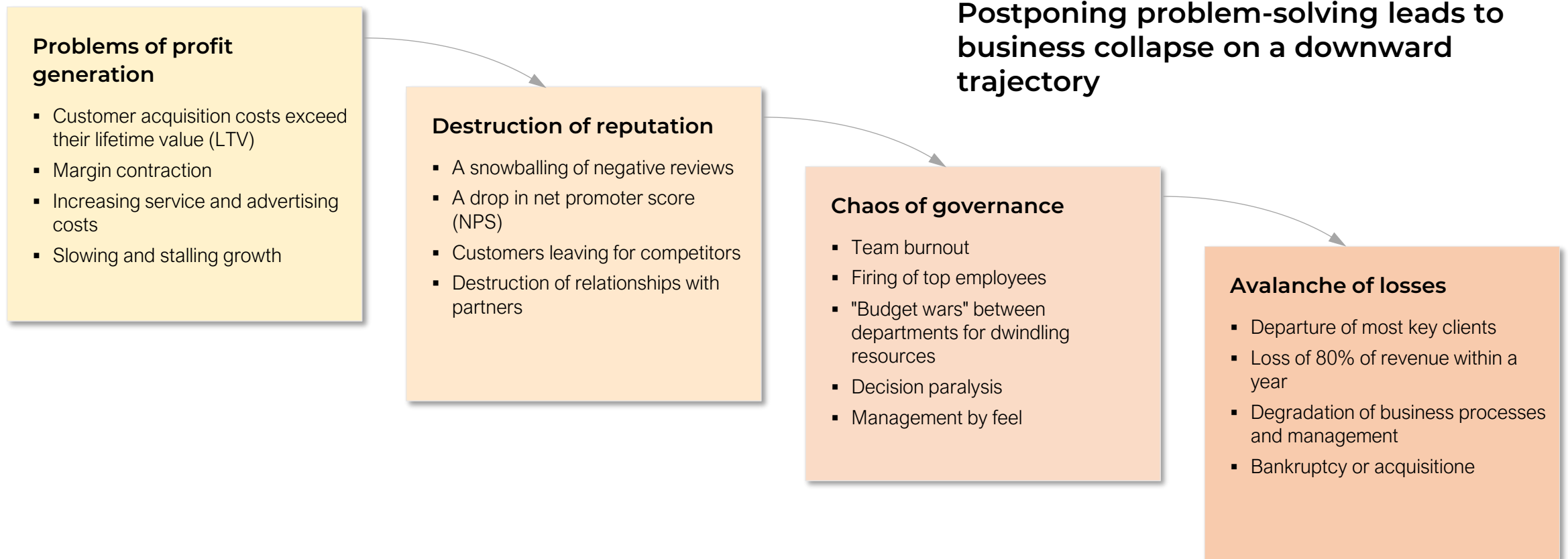


# What marketing and sales upgrade provides

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



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



# Diagnosing profit generation problems

Typical signs of problems	Typical excuses for failure	The main causes of problems
<ul style="list-style-type: none"><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 style="list-style-type: none"><li>▪ Our marketing isn't advertising the right things</li><li>▪ Our salespeople are missing out on ready-made 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 style="list-style-type: none"><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**



# 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 workgroups

## 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



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