

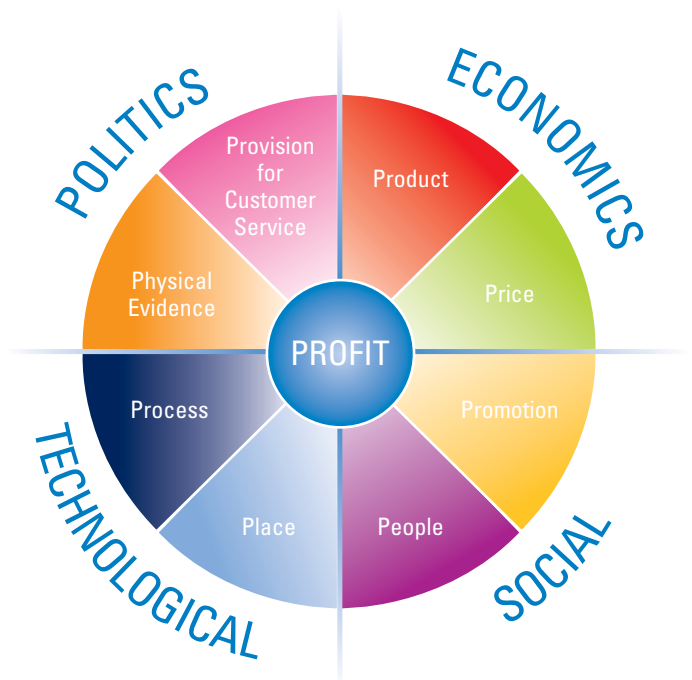
# Sales & Marketing

## THE BASIC FACTS

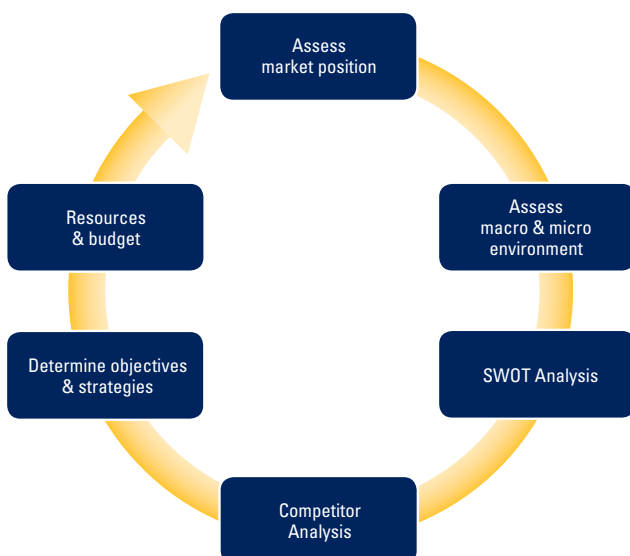
An integrated communications process, marketing is used to reach, satisfy and retain customers; profitably. However, in conjunction with defining a marketing strategy, businesses must also establish the operational procedures for implementing it.

Modern marketing is viewed as a mix between science and craft, as it utilises social sciences, psychology, economics and creative design. It is critical that businesses have a strategy that ensures a consistent approach.

A supplement to the Business Plan, the Marketing Plan is a blueprint for the action that a business needs to take in order to achieve its revenue and growth goals. Often, businesses that do not plan and implement effective marketing strategies are disadvantaged in the marketplace and reduce their potential sales, profits and customer retention.



## THE PLANNING PROCESS



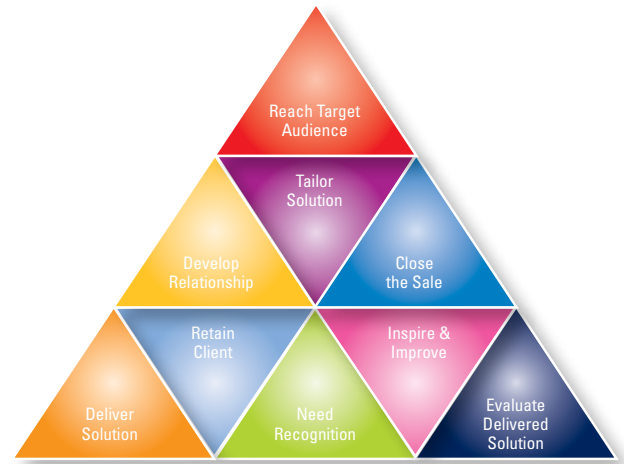
### Key Benefits

- ▶ Long term approach to business and brand building;
- ▶ Identifies needs and wants of customers;
- ▶ Determines demand for product or service;
- ▶ Aids design of product or service;
- ▶ Outlines measures for generating sales and profit;
- ▶ Identifies competitors and areas for competitive advantage;
- ▶ Identifies new product or service opportunities; and
- ▶ Identifies potential new customers.

## SUCCESSFUL SELLING

Reaching and qualifying the strongest leads, generating sales and establishing a loyal customer base is essential for the long term financial stability of any business.

Successfully marketing and selling to business requires a specialised skill set. A sales strategy that hits the right buttons can mean capturing customers that will remain true for the long haul.



## OUR EXPERTISE

Utilising the expertise of sales and marketing professionals, businesses are guided through each crucial stage of a strategy transformation benefiting from expert knowledge and training rather than a trial and error approach.

The specialists at Phalanx Consulting Group are experienced industry professionals from a wide range of sectors including retail, pharmaceuticals, manufacturing, market research, banking, and export and product management.

Offering the highest levels of professionalism, Phalanx Marketing Consultants are able to assist clients with the following services:

- ▶ Strategic review and alignment with business plan
- ▶ Marketing strategy development and planning
- ▶ Branding, design and positioning
- ▶ Website planning and design
- ▶ Pricing structures
- ▶ Print design and production
- ▶ Promotional planning
- ▶ Channel optimisation
- ▶ International Marketing and Export
- ▶ Sales strategy development

# BUILD YOUR BUSINESS INTO A BRAND TO MAXIMISE YOUR SALES

