



Sales & Marketing Planning

Building **sales and marketing plan** that your team understands, supports and knows how to execute against is harder than it seems. Indicators lead to different conclusions, team members can have conflicting agendas or varied frames of reference, ideas that seem smart one week can be surprisingly hard to defend (or explain) the next.

As a result, many businesses lack a clear plan for growth. Sales and marketing departments work hard to deliver results, but they are often working to plans that are either not aligned to the strategy, not followed or simple don't exist!

So how do you build a successful **sales and marketing plan** for growth? We have seen the best and the worst and know how to build a plan that will be clear, complete, simple and effective. Success by design not chaos.

We can help you:

- Find The right people and get them on board before your plan is ready
- Develop clear and concise agreeable objectives
- Translate your objectives into a solid strategy
- Re-define your current strategy and focus
- Translate your strategy to action
- Model your future sales funnel
- Choose motivational tactics for customers
- Measure results
- Simplify the plan to encourage use

Want to know more? Contact us at 425-868-9743 or by email sales@stallco.com