



With the growth of various “Quality Movements” came the recognition that process improvement in business was ongoing, continuous, and never-ending.

Two examples of methodologies used for improving existing business processes are the Deming Cycle (Plan-Do-Check-Act) and Six Sigma (Define-Measure-Analyze-Improve-Control). Too often, sales and marketing is looked upon as being outside the continuous improvement process. Some how special and exempt. We believe differently.

We treat Sales and Marketing as a continuous cycle comprised of 6 sequential segments that together define a process for continuous improvement. This helps to improve the overall sales and marketing process; from the prospecting phase all the way through the building of long-term customer relationships.

Building a World-Class Sales and Marketing Strategy is no different than building a world-class manufacturing operation. Actually, it's hard to have one without the other. Both are dependent on working together to meet the company's goals.

THE SALES & MARKETING CYCLE™

**A Continuous Improvement Process
For Building Profitable and Consistent Sales Growth**



Flint Strategic Partners, LLC
"Helping Your Vision and Strategy Come Together"

The New **STANDARD** in Strategic Business Consulting

Goshen, IN

www.flintpartners.com | 888.395.9054 | info@flintpartners.com

Flint Strategic Partners Developed the **Sales & Marketing Cycle™** To Help Businesses:

- Understand their Sales and Marketing current state... What is happening with their business, industry, markets, customers and competitors. An objective and unbiased review of their complete sales and marketing process to determine if the current strategy is running out of steam, needs fine-tuning or a complete overhaul. Determine if their strategy can take the company where it needs to go in an ever changing competitive marketplace.
- Define where to take the business and what adjustments need to be made in the sales and marketing strategy to support the vision and financial results needed for the business today and for the future.
- Focus on the future of the business; where are the industries, markets, customers, competitors and technologies going? If a strong plan and focus is not in place, these forces can take the business to a destination the company might not want to go or isn't prepared for.
- Reclaim lost customers, grow sales with current customers and target and grow business with new customers, markets and territories.
- Develop strategies that take advantage of their competitors' weaknesses and exploit them where they are vulnerable.
- Improve sales team productivity and accountability by developing new sales tools, implementing training and mentoring programs and establishing new expectations for the results. Review sales compensation and expenses to determine if they are driving the improvements and actions that are needed.
- Develop pricing and marketing strategies as needed by market, territory and customer to produce maximum profitable results.
- Establish tools, analysis, information and reports to give feedback that will drive maximum results and allow changes in the strategy to be made quickly.
- Maximize profits by not just focusing continuous improvement efforts on manufacturing and quality systems, but by looking at the sales process in the same way. Continually working the plan, monitoring and expecting improvements day after day. Help the Sales and Marketing strategy to become a journey and not just a once a year planning event and then the plan is placed on a shelf until next year's budget.

HOPE IS NOT A STRATEGY.

For more information or to schedule a "free" consultation with Flint Strategic Partners to discuss your sales and marketing challenges, opportunities and goals, call today 888-395-9054 (ask for Bill Flint) or email us at info@flintpartners.com. There is a reason your Income Statement has revenue as the top line. It is the lifeblood of your company from which everything else flows. Don't wait – call today to start your continuous improvement process for **Top Line Growth** and **Improved Profitability**. Let us help you gain **Sales and Marketing Supremacy**.