

Why use external management, sales & marketing resources?

- ✦ Short term supplement to your management, sales or marketing teams
- ✦ To gain an external perspective on your business strategy
- ✦ Take a fresh approach or a new direction
- ✦ Improve the business processes
- ✦ New markets and new prospective targets

Where to use external management, sales & marketing advice?

- ✦ **The Virtual CEO** – the concept of bringing leadership and support to the existing management team, to help improve the efficiency of business operations and to assist in developing and executing the strategy
- ✦ **Sales & Marketing Management** – small teams grow and there is no obvious candidate to step up to a management role. Current managers leave and there is an immediate need to manage the teams and maintain sales momentum until a suitable long-term replacement can be identified and hired
- ✦ **Sales Performance** – sales are failing to meet expectations. There is a need for a fresh approach, leadership, mentoring, a clear direction, territory and account management, the implementation of sales processes, demand generation, pipeline management, forecasting and closing. External management can bring an unbiased approach to this challenge
- ✦ **New Alliances and Partnerships** – a key to winning new business is frequently the ability to work with a prospect's existing suppliers and to create a value-added proposition. External sales managers frequently have a network of contacts and can be of immediate assistance in building new sales channels
- ✦ **New Markets** – there is a desire to break into new markets or targeted major accounts, but a real need to ensure that the current business pipeline, prospects and customers continue to be fully focused and managed. An external Sales or Marketing Director can take responsibility for starting a new campaign in a new market, without bringing disruption to the current business direction and prospects

Winning business and making sales is just part of the success equation. The foundation from which success flows is determined by the ability to create a sustainable and unique value proposition. Without this, much effort will be expended for little return. We talk about taking concepts to commercial reality, but this can only be achieved through an integrated approach across all business disciplines.

The InitioStar approach does just this. From first principles we set out to determine what makes you unique, to test this in the chosen market, refine it, train the sales people and then, ensure that everything we do follows a simple and well proven process to deliver the expected sales successes.

For further information and an informal discussion contact
info@initiostar.co.uk