

# **Double your sales with a “Go to Market” plan**

## **The Opportunity**

**The client had developed a business case to expand their business and needed a coherent sales and marketing “Go to Market” plan.**

The client had won financial support from Business Link and the Mustard organisation. A detailed project proposal was completed which identified the key business and project objectives.

## **The Business Objective**

**To identify new market areas and customers to support rapid sales growth**

### **Project tasks included:**

- Reviewing current market activities
- Identifying new market opportunities and customers
- Developing a view of the competition and recommending the Client USP
- Developing improved Go to Market messages targeting markets & customers
- Developing a “Sales Handbook” to be used as the prime training document
- Recommending formal sales and marketing review process
- Setting key sales and marketing objectives for the next six months

## **The Business Outcome**

**Identification of new business opportunities and implementation programmes with the potential to increase sales by 100% within 12 months**

### **Project outcomes included:**

- Implementation of Customer Solution proposals
- Clear focus on new market segment and customers
- New market messaging implemented to give an edge over the competition.
- Improved awareness of competition leading to increased business confidence
- All recommendations integrated into the clients’ revised business plan
- “Sales Handbook” used for the market communications reference manual
- Top level sales and marketing objectives were agreed for next six months

## **Client Comments**

**“TR&S professionalism, enthusiasm and willingness to go that next step together with their business viewpoint and experience were major contributions to the success of this project.”**

“We have no hesitation in recommending TR&S to other companies and look forward to the next opportunity to work with TR&S.”

## **Next Steps**

**Contact Paul Rogerson today and get the benefits of TR&S for your business**