



Strategic Marketing – The Foundation for Sales Success

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Why Strategy?

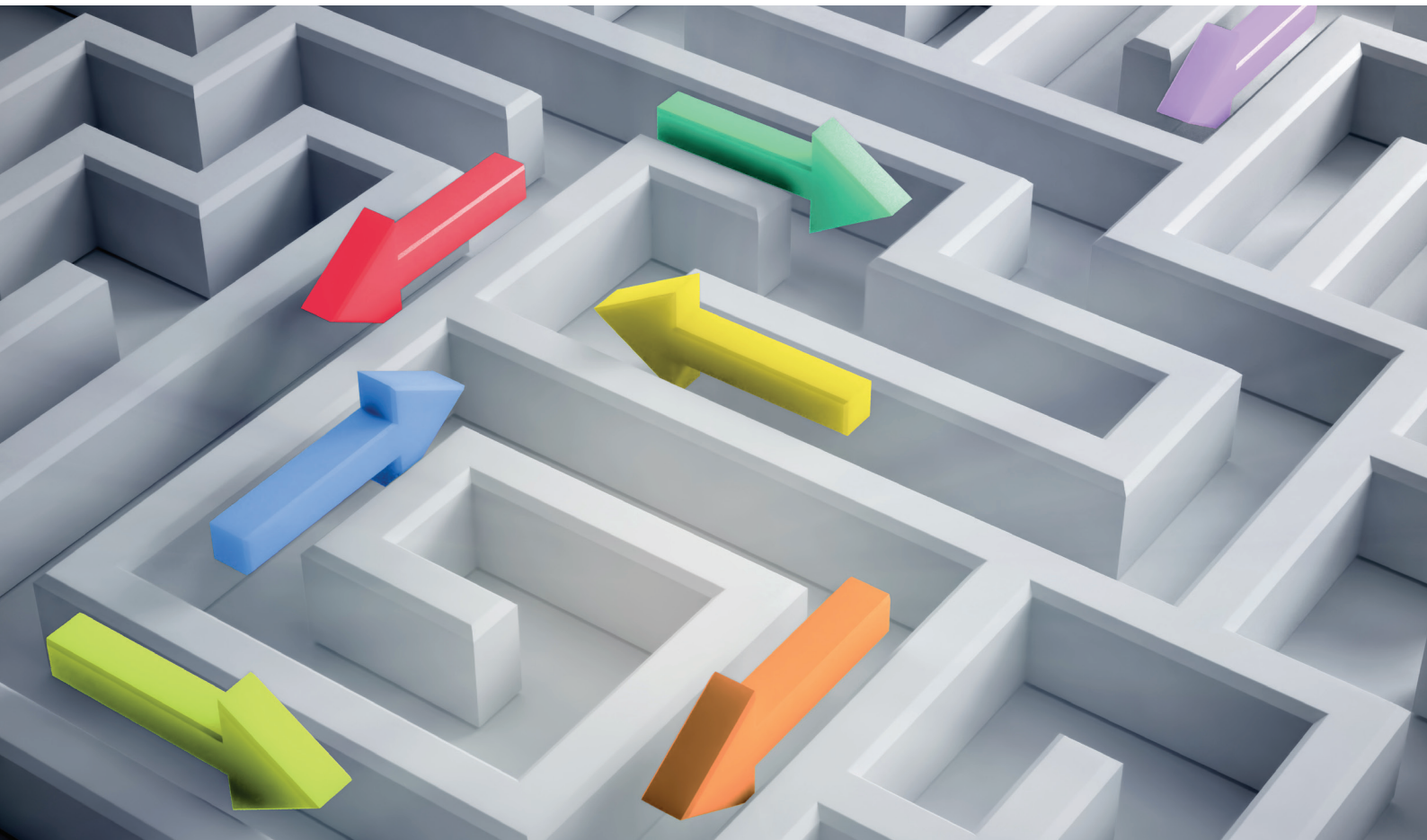
Companies that have a good go to market strategy or strategic marketing plan are in a much better position to execute, than companies that don't. Leadership need to provide the vision and set the framework for building a go to market strategy that can allow the company to be successful in its target markets and achieve its revenue and profit objectives. Strategy is also important in terms of being able to align the different elements of a business together and make sure that all of the people in your organization clearly understand where the company is going and what's required in order to get to where they are going, and understand the role they will play in executing the company's overall successful strategy.

The Importance of a Business Strategy

Let's talk about strategy. A lot of companies that we work with spend too much time focusing on tactics and execution and not enough time really determining what their overall strategy for the business is. A company's ability to accelerate its sales, gain market leadership, and really power up its revenue growth is very dependent on having a clear strategy for growth in place.

CEO's get bored when it comes to spending time on strategy and they view strategic work as being theoretical or hypothetical exercise that doesn't add a lot of value to a company. But when you look a little bit more deeply, companies that execute really well usually start by having a strong foundation in their strategic objectives and their strategic plans.

"If I had eight hours to chop down a tree, I'd spend six hours sharpening my ax."
— Abraham Lincoln



Many companies that do well in strategic planning actually formalize this process and do periodic reviews to make sure that their strategy is updated and aligned with changes in the market, changes that are going on with their competitors, changes that are going on with their customers in terms of specific needs, preferences, and overall requirements. So, a company that does good work on strategy has a much better chance at being successful than a company that neglects this important area. Strategy is all about setting the foundation for understanding how to be successful in a market and how to win.

Strategy Leads to Efficiency

When leaders don't spend sufficient time defining their go to market strategy, often times the company suffers and resources are wasted. Members of the team don't understand what exactly it is they are trying to accomplish. Resources are wasted as sales people hunt for opportunities that don't fit with the company's core strategic objectives. And in general, a company that doesn't have alignment on strategy, is under-optimized and wasting time and effort on needless things that don't contribute to the company's overall bottom line success and leadership in the market.



It's the responsibility of a company's leadership to set the overall strategic direction for the company and make sure that they are keepers of strategy as the company moves forward and evolves. Good leaders plan. Good leaders have a strong focus on what the company's strategic direction is and work to align all of the companies constituents, including internal employees, as well as clients, business partners, channel partners, etc. with the company's overall strategy.

Strategic Marketing: Crafting your company's Reason for Being

Raison D'etre is good French word for defining the purpose of being. Why are we in business?

Strategic marketing process, should include developing solid messaging - specific words that are crafted in order to provide an exact image of your company's capabilities and its unique selling proposition among its target audi-

ence of buyers and prospects. Messaging is an artful exercise that requires careful attention to the use of words in order to maximize the impact of the marketing message on your customers. It's not easy to get your messaging right. A lot of companies make mistakes by using the same sort of ho-hum words that all of their competitors are using and thereby lock themselves into a me too positioning, of competitive disadvantage. Developing solid messaging really resonates with your potential buyers and prospects in your target market is extremely important.

Messaging, if done right, should be developed into a messaging guide as a part of your strategic marketing plan. And this messaging guide becomes a foundation for outputs into your sales materials, presentation, collateral, website, contents, data sheets, all of the proposals that you write for customers they should all be an output from your core messaging guide that is done in your strategic marketing planning process. So messaging guide really becomes the output. Also, to all of your marketing communication programs, whether it be advertising, direct mail and other forms of promotion to generate leads.

Strategic Marketing: Summing Up

Strategic marketing is the foundation for developing a successful, well focused sales program. Many companies miss this and go about deploying their sales resources without fundamentally having a strategy. A sales strategy develops out of your strategic marketing plan.

Some key questions to ask going forward, would be:

- What's your company doing to develop its marketing strategy?
- How well do you understand your target customers, your markets, which segments you're competitive in?
- What is your unique selling proposition, have you done a thorough analysis of who your competition is and how you plan to win?
- Does your sales team understand all of these elements as it relates to executing their daily job successfully?

Implementing strategic marketing is a key ingredient to your companies success.

- Carpedia Consulting is a management consultancy firm focusing on sales, marketing and CRM programs that assist clients in improving revenue generation and margin expansion.



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