



## Framework for Sustainable Growth



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## **Framework for Sustainable Growth**

Today, a business owner may accept conventional methods of operating their business and accept convention growth of less than 10% per year. Along with this acceptance, there is a limited margin for error and unforeseen circumstances that could easily make a year-end profit picture turn negative. Large companies can take a loss in stride, but for smaller companies, this can be devastating.

Personally, I have made a habit of questioning conventional wisdom and look for innovative ways to market smarter, sell more efficiently and evolve the product service offerings in ways that can mean 30-50% annual sales growth. And this not just a one-time fluke—Integrated MARCOM stands for Sustainable Growth. Goals change, business models evolve and processes need to be adaptive so there's a continuous business improvement cycle that should scale and be perpetual.

No matter what industry you are in, you're in the customer business. How you attract new ones, manage existing customers and revitalize past customers is core to your success. You must plan, execute, adjust and then continue to execute better.

So what is this Framework for Sustainable Growth? Why do I need this? When can I expect results? And who is Integrated MARCOM?

Framework for Sustain Growth is both a methodology and a platform for optimizing sales and marketing processes. It is research and planning. It is positioning your company for the long run, relative to competition and customer demand. It's customizing and implementing a workflow engine that adds velocity to prospecting and loyalty to customers. And it's based on a knowledge base of best practices sales and marketing tactics proven over the last 15 years. Best of all, it's guaranteed.

It begins with the Discovery process. Discovery is our investment in your company. Long before you recognize the value of Integrated MARCOM, we invest time and talent to first understand your business model, your customers and competition, your existing sales and marketing processes, your goals and aspirations. With input from the top of your organization and others as appropriate, we will determine the impact you can expect from Integrated MARCOM and set measurable project goals, timelines and create business performance guarantee.

For optimum success and return on investment, Framework is built on five pillars:

1. **Analyze:** Understanding your current business model, your marketing and sales goals, your product and service offerings, your competition and most important—your customers.
2. **Customize:** Your unique Sales Action Plan and Workflow System to accomplish your goals.
3. **Technology:** Automated SFA database to follow up and manage contact intelligence.

4. Training: Educate, Motivate and Role-play to get everyone to buy into the new program.
5. Tracking: Monitor progress to assure success in accomplishing goals.

Each of the Framework Pillars has an associated scope of service which is unique to each client based on the results of the initial Discovery process.

### **1. Market Research and Introductory Campaign Development**

- **USP Development:** Explains why anyone should choose business verses the competition.
- **Survey and Competitive Analysis:** Identify strengths, weaknesses, assets and competition.
- **Customer Satisfaction Report Card:** Identify the customer's perception and gauge satisfaction or loyalty factors.
- **Fact Finding Customer Calls:** Identify exactly why current customers choose to do business with your company.
- **Testimonial Acquisition:** Obtain permission to leverage key account testimonial endorsements.
- **Introduction Campaign Copywriting:** Write introductory sales campaigns based upon research.
- **Literature Fulfillment Sequence:** For people who say "Just send more information."

### **2. Customize Relationship Management Sales Action Plan Flow Charts**

- Customer Satisfaction Sequence
- Customer Maintenance Sequence
- Pro Active Pipeline Wait Sequence
- Proposal Quotation Sequence
- Any unique Sales or Communication Sequence
- Customized Sales Manuals for all Users.

### **3. Technology**

- Utilize existing Contact Management system or specify low-cost Sales Force Automation (SFA) systems such as ACT or Outlook
- Specify Activator! Automated Sales Assistant site licenses
- Other software as required
- Recommend appropriate support and maintenance programs.

### **4. On-Site Training and Role-Play**

- Introduce everyone to new work flow system
- Demonstrate how the program is easy and supports everyone (on line or off line)
- Train to obtain maximum effectiveness

- Explain to salespeople why this works in their favor
- Get everyone motivated, excited and pulling in the same direction
- Train on any mandated new procedures
- Training can be recorded for future reference
- Go-live support

## **5. Tracking**

- Success track monitoring is insurance on your business development investment
- Remote monitoring of your sales action plan
- Monthly coaching suggestions for maximizing effectiveness
- Measure impact quarterly against pre-determined goals

Depending on the scope of your project, Framework for Sustainable Growth from Integrated MARCOM could go live in less than 30 days and begin impacting your business shortly thereafter.

Integrated MARCOM is an authorized Business Development Consultant for Mastermind Software and an affiliate of Cargill Consulting Group (CCG). Through our expertise in optimizing sales and marketing processes, our proven methodologies and low-cost technologies, we eliminate your risk with a 100% money-back performance guarantee. Unconventional, but effective.