

RULES OF ENGAGEMENT INC. STRATEGIC BOOT CAMP

If you are like most executives, you may be finding it increasingly difficult to set aside time to think about your products and services from a **strategic** sales and marketing standpoint. Far too often you may find your day is consumed managing day-to-day issues, not leading and positioning your product and service portfolio or your people for future growth and sustainability in today's hyper-competitive climate.

The following are just a few ways that an absence of strategic focus can put your organization at risk:

- Ineffective product launches.
- Weak product and service branding.
- Poor market differentiation.
- Failure to recognize and take advantage of market opportunities.
- Lack of focus and follow through on new business development.
- Losing touch with your customer's needs and expectations.
- Loss of customer satisfaction, pricing margin, and market share.
- Difficulty in recruiting and retaining key sales and marketing staff.
- Erosion of margins and limited or declining sales revenues.
- Inconsistent execution of sales and marketing strategy.

STRATEGIC BOOT CAMP may be the solution you need to increase your team's focus and get the results you want. Our action-oriented process applies time-tested concepts to re-create a fast-paced entrepreneurial environment in your team.

STRATEGIC BOOT CAMP is a professionally facilitated, customized and market focused process that will deliver the results you want.

AN OVERVIEW OF THE PROCESS

STRATEGIC SALES ORIENTATION

- Redefine the nature and focus of your business from a customer perspective.
- Identify how intrinsic value is created for your customers.
- Discuss your organization's core competencies.
- Review the seven keys to differentiation and strategic positioning.
- Define attributes of your ideal customer and account management strategies.
- Examine segmentation strategies and customer relationship management.
- Review sales force structure, objectives, roles and compensation.

STRATEGIC BUSINESS ASSESSMENT

A comprehensive review of over two dozen business metrics in six areas

- Industry dynamics
- Competitive positioning
- Customer/prospect characteristics
- Product/service positioning
- Pricing strategy
- Sales and advertising

CREATING THE TACTICAL PLAN

- Review of internal capabilities and external factors (SWOT analysis).
- Creation of tactical action alternatives (TOWS matrix).
- Evaluating tactical sales options and setting priorities.
- Estimating sales action plan time and resources.
- Development of a creative strategy and market positioning statement.

What you get.	Why it could be important to you.	The results you can expect.
Focused action plan created in real time.	As a leader, you want more than just a strategic overview. You want a focused action plan that will help move your business ahead.	You can start improving your results immediately as you begin implementing your focused tactical plan.
Proven management concepts.	You need to use proven business concepts that will work in your unique situation.	You will get the confidence that comes from having proven strategic and management concepts applied to your business.
'Stop-down' time for management.	Senior managers think and perform at their best when they are removed from their day-to-day job pressures.	You can be assured that your team will be totally focused on critical strategic and leadership issues. You'll get their best thinking to help generate improved results.
Independent facilitation.	Independent facilitation eliminates internal bias and brings increased objectivity to the process.	You can feel confident that the professional facilitation used will energize your team, and culminate in a results-focused, actionable plan.
Intensive one day workshop.	You want to minimize the disruption caused by taking managers away from their regular duties, but you still want maximum results.	An intensive, focused and fast-paced process assures you that your team will get the stimulation required for maximum creativity and tactical focus.
Facilitators with senior management experience.	You want to work with senior people who have a depth of experience, and who understand both strategic and tactical issues.	We offer decades of senior level thinking and experience that delivers a solid strategic process and results in the action plan you need to move your business ahead.
High-value.	You want the biggest value you can get for your investment.	You can be assured of a professional, confidential, tailor-made experience at modest cost. No hidden extras.