

LIGHTHOUSE



MARKETING

*Since 2001*

## **OPTIMIZE YOUR MARKETING RESULTS WITH STRATEGIC SALES CONSULTING**

Many businesses allocate an average of six to ten percent of gross revenues to their marketing and advertising budgets. Too often, however, this money is seen as more of a gamble than an investment. Money is spent, ads are placed and then you just wait and hope. But is that the best approach?

When advertising works, it effectively drives traffic to your sales force. However, if your sales team is not functioning consistently, or at peak performance, your marketing efforts are being compromised and your return on investment placed at risk.

Strategic Sales Consulting is a process that works in tandem with your marketing and advertising plan. A Strategic Sales Consultant can help identify strengths and areas of potential growth for your company, setting goals as well as developing and implementing plans for achieving them. The process effectively analyzes and fine-tunes your sales infrastructure to optimize the results of your marketing plan.

Building a baseline begins with fact-finding – the company history, financial goals, sales statistics, procedures, job descriptions, and staff bios. This is where a good consultant cultivates trust and develops an open, productive working relationship with both company executives and the sales staff.

Lighthouse Marketing, Inc. finds the use of an assessment profiling system to be a valuable tool for gauging each staff member's suitability to their current position as well as to better understand what motivates them as individuals. The overview also assists managers in knowing how their department can better function as a team, given the unique task preferences of their staff.

Once a baseline has been established it is time to set measurable goals and meaningful objectives. Each company differs in their needs ranging from establishing a new sales team, recruiting a sales leader for the department, setting up all standards and procedures, to simply fine-tuning their sales process. A step-by-step customized plan is developed based on those individualized needs.

If new hires are needed, job descriptions are reviewed and written if necessary, recruitment ads may be placed, prescreen interviews conducted, and the assessment profiling system implemented on promising candidates.

It is especially important that standard policies and procedures be in place and used consistently by all sales and marketing team members. One of the benefits of standardized procedures is the knowledge that all prospects will be handled in a similar manner and that follow-up and benchmarking will be consistent. The result is marketing as a quantifiable tool, rather than a vague, hopeful exercise.

Proper training for every team member, as well as individual coaching where needed, is provided on an on-going basis as part of the Strategic Sales support. Managers are educated on how best to support and motivate their sales staff and how to effectively monitor individual sales goals. This is an area that is often overlooked until several months of declining productivity forces a conversation. Despite the obvious importance of your sales department, as the primary revenue generator for your business, many sales teams do not receive consistent and meaningful support and encouragement.

When hiring a Strategic Sales Consultant, look for their successful track record, diverse experience and ask for references. What are the tangibles they can deliver? Position descriptions, proven processes/procedures, and results from a proven assessment profiling system are the kinds of deliverables you should inquire about. Are you comfortable with the style of the consultant? Is the process clear, simple, and easy to follow?

In the end consultants are only as good as their experience and they will only be effective with the client's full participation and "buy-in". If you want to optimize your marketing results, consider hiring a Strategic Sales Consultant because a plan is only as good as the execution and follow through.

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