

# Marketing & Closing

Marketing & Closing Diagnostic / Evaluation



## Details

### Type of Service

Diagnostic / Evaluation

### Fee

Per Diagnostic / Evaluation based on Business, Organization and Scope of Assessment

### Method

In-person (please call), Video Conference, Telephone

### Summary

One-on-one Diagnostic / Evaluation with one of our Team Leaders assessing your Marketing & Closing Plan, Strategies and Capabilities

### Features

- Customized to your specific needs
- Evaluates the following:
  - Marketing & Closing
  - Buyer's Journey (Sales Cycle)
  - Copywriting
  - Digital Marketing
  - Traditional Marketing
  - website (general)
- Includes Assessment and Strategy
- Includes Vision, Goals and Plan

## Goals and Expectations

Diagnose / Evaluate Marketing & Closing, Develop Strategy for implementing and tracking Marketing and Closing Efforts

## Requirements

Strict Confidentiality Agreement, 4 or more hours (can be broken into 1-2 hour blocks), Willingness to take detailed Notes in addition to our Assessment

## Additional Details

“Marketing & Closing Diagnostic / Evaluation” diagnoses and evaluates your Marketing & Closing Strategies, Efforts and Plans.

“Marketing & Closing” is the beginning and never-ending destination of the Buyer’s Journey also known as the “Sales Cycle.”

Go behind the scenes of your “Marketing & Closing” and imagine the What-if.

We will work with your Team to define a Vision, establish Goals, create a Plan, develop a Process and implement the right Tools to bring everything together.

More Topics include: The Ideal Customer Persona, Segmenting, Targeting, Messaging (CopyWrite), Tracking, Analyzing and Optimizing your Campaigns.

Furthermore, separating, defining and building the Expectations and Processes for two and three letter internal Staff Roles are critical in building a tried-and-true Salesforce to see the Buyer’s Journey from “Start to Never Finished.”

Understanding the purpose, setting the expectations and recognizing the value of the “Sales Cycle” Team of BDR’s, SDR’s, MRR’s, ISR’s, MQR’s, LDR’s, AE’s, SE’s and additional key staff will get real results that matter.

“Begin your Quest for better Marketing and Closing of Sales today!”