



## MARKETING KIT

### Sales strategy and tools

#### Objectives

Build or improve your business approach: strategy, development of your main approaches, including sales and communication tools.

#### The consultant

A consultant with more than 20 years of BtB sales field.

Exemple :

Thierry CRAYE

-Author of the book  
« *Stratégie gagnante - Appels d'offres* »

-Certified « Consultant of the Month » by Management Magazine

-Author of more than fifteen publications in France & in Europe

#### Optimize your marketing policy

We help you to:

**Target** your best potential customers and prioritize your potential offers.

**Define or refine** your means to win markets: product/service policy, company brands and products, price, contracts, business partners and communication.

**Determine** fundamental elements which will impact your customers:

*For your offers, we will build together your argument tables through 3 complementary methods and tools especially made for this purpose.*

*These argument tables will be the basis of all your communication tools including your oral approach.*

#### Build your communication tools

**Decline** your argument tables especially on your Website, company/product brochures, multimedia presentations (PowerPoint, etc.), e-mailings and your business proposal templates.

#### Our intervention also includes

A comprehensive support book which is the basis of our **customized** meeting (about 150 pages).

A delivery of templates (CD) with **many tools**, including an e-mailer.

A **review card**: It will quickly become essential...

An **audit and recommendations** about your business tools created.

A **very skilled consultant** who has worked in sales and marketing for more than 20 years. All our consultants are also CEOs.