



Sales & Marketing are critical day to day activities for all businesses. Sales & Marketing need to be done in a methodical and regular manner for sustained and effective results as these activities cover a large number of operational parameters and have direct cost implications. SI IPL ERRC provides a customizable system for sales & marketing effectiveness that aligns business plans with sales results and marketing strategy. The system helps identify key result areas, productivity norms, staff efficiency levels and streamline commercial / market practices.

Customer need	Sales and Marketing success is vital for any organization to succeed. However, this needs an organization wide approach to support the sales & marketing process to be completely successful. The resource quality, communication quality, customer interaction quality, marketing creativity, product & service innovation, pricing, costing, terms of business and many other such aspects matter since they can make a significant difference to the customer experience, revenues, market share and profit.
How SI IPL ERRC can help	SI IPL ERRC has expertise in helping companies establish / innovate / improve their sales & marketing systems which include alignment with the overall business plan through creation of strategy maps, line of business definitions, market scenario analysis, competition analysis, sales & marketing measurements, bid management frameworks, white paper creation, brand strategy etc.
Scope and Deliverables	<ul style="list-style-type: none"> - Product / Service Portfolio analysis + LOB alignment - Market and Scenario analysis + Customer profiling / segmentation - Competition analysis + benchmarking - Sales and Market system framework and process - Sales and marketing staff training and live case workouts - Inputs for definition and automation of process
Customer responsibility	<p>Project brief and filling up pre-qualification questionnaire</p> <p>Access to market and customer data</p> <p>Access to historical financial information pertaining to sales and marketing</p> <p>Availability of key decision makers for focus group discussions</p>
Engagement approach	SI IPL ERRC uses a combination of ½ day workshops followed by workouts to expedite the process. A complete exercise can take upto 4-5 months to complete and customers can also opt for a DIY model wherein SI IPL only audits/reviews the system implementation post its study and recommendations.
Special Services (Optional)	<ul style="list-style-type: none"> - Marketing / Product plan creation - Website review and cleanup of communication - White paper writing

	<ul style="list-style-type: none"> - Primary research* - Secondary research on competing products* - Bid management support
Service Reference	SI IPL-ERRC-S&M-04
Pricing	On request
Additional information	For a complete range of SI IPL ERRC Services, please visit www.siiplconsulting.com/ERRC or email us at errc@siiplconsulting.com

*Offered through our Specialist Services Partners

About Strategic Interventions India Private Limited

Strategic Interventions India Private Limited (SI IPL) is a business and operations advisory firm that is positioned as an organizational catalyst. Incorporated in 2003, it has worked with more than 50 customers from India, US and Singapore on various business, functional and domain aspects in select industry verticals such as manufacturing, healthcare, financial services, ICT & Education, Infrastructure and Retail.

SI IPL specializes in offering growth and change management consulting through its business life cycle services, functional problem solving through functional life cycle services, business transformation and outsourcing through its business transformation services and offers Executive coaching services through its Executive focus services as well. SI IPL projects typically span 6-36 months with clearly laid out milestones and deliverables. All SI IPL engagements involve ongoing knowledge transfer and training to maximize benefit to customers.

About SI IPL-ERRC

SI IPL ERRC is a special business value initiative primarily aimed at MSME (Micro, Small and Medium enterprises) with a comprehensive range of rapid deployment services that are offered through a combination of inbound (at SI IPL office) and outbound (at customer location) to suit short to mid term needs of such enterprises.

Key service groups offered by ERRC include Consulting, Training, Sourcing, Research, Mentoring and Financial advisory. All the services are paid services and are competitively priced and very affordable. SI IPL ERRC also offers an on-demand model that is uniquely suited to MSME needs for very short term needs (typically less than 1 week) using a DIY approach that combines powerful learning tools and an offline support process to keep costs low for MSME companies.

SI IPL ERRC uses a unique Workshop + Workout method which uses small focus groups of decision makers to put the plan together. SI IPL ERRC has its internal desk research capability that is used to pull together basic secondary research data for the plan. SI IPL ERRC has a team of senior functional / subject matter specialists who can be called in for short consultations (telephonic and face to face) during the process to resolve any knowledge gaps. The unique model helps keep costs low for the entrepreneur / organization and also helps build their skills using DIY (do it yourself) techniques for real time knowledge transfer during the consultative process.

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