

The SMP Opportunity Maximizer

SMP's Opportunity Maximizer offering includes a Sales and Marketing Plan Toolkit and Workshop, to help you identify gaps and opportunities in your sales and marketing strategy. The offering enables you to evaluate your go-to-market strategy and is an important piece of your overall business plan. The Opportunity Maximizer was developed by sales and marketing experts who have decades of sales experience in Fortune 100 companies and its goals are:

- ◆ To help you better understand your routes to market and value proposition
- ◆ To write an effective project plan to maximize opportunities and revenue
- ◆ To develop the sales and marketing portion of your overall business plan
- ◆ To provide a roadmap for a detailed scope of work

SMP Opportunity Maximizer			
SMP	Evaluate	Build	Execute
Action	SMP Opportunity Maximizer Workshop	SMP Summary of Findings	Implementation of Next Steps
Steps	Creation or Evaluation of existing Sales and Marketing Plan	Creation of Next Steps in the form of a Project Plan	Perform: <ul style="list-style-type: none"> ◆ In House ◆ SMP ◆ Others
Outcome	ID Gaps and/or opportunities	Identify top areas for improvement	Create Action Plans leading to identified goals

Why You need SMP's Opportunity Maximizer

The rules of business are changing. Growing companies with aggressive sales and revenue targets often hit a plateau when their sales organizations and go-to-market strategies are not directly mapped to market opportunities and business plans. The negative results of this lack of focus include:

- ◆ Wasteful spending and revenue loss
- ◆ Lost opportunities pursuing the wrong markets
- ◆ Misplaced resources, which are incorrectly mapped to the opportunities that are available
- ◆ A lack of understanding for how their product/services affect the marketplace or how they are different from their competitors

Without the internal expertise to achieve their revenue goals, these developing companies often find it necessary to turn to outside consultants, who bring a fresh view and executive-level sales knowledge, to help them re-direct their sales and marketing focus.

Maximize your Opportunities Today!

Contact Sales and Marketing Pros to schedule your Opportunity Maximizer:

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