

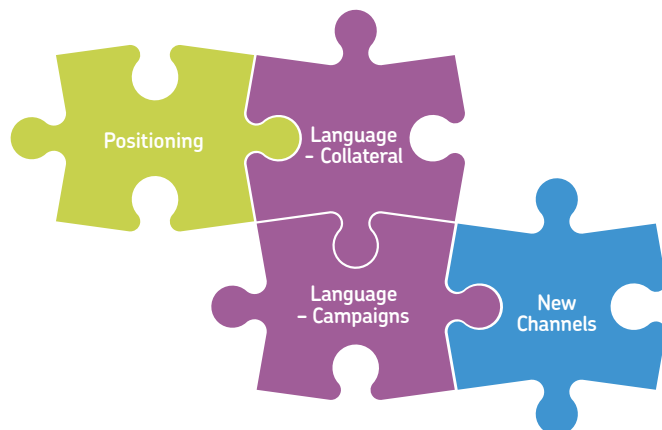
Milestone Experts

A Middlesex based Sales training company specialising in providing sales and customer service training for the professional services and dental sectors

Marketing Selection Grid

Area	Title	Key Question	Y/N/?
Find	Positioning	What you want to be famous for?	N
Find	Channels	Are the market channels identified and mined?	N
Convert	Your Clients	How do they find you?	Y
Convert	Language	Are you happy with your marketing collateral?	Y
Convert	Language	How effective are your sales teams?	Y
Convert	Language	How many touch points do you have with your clients?	N
Deliver	Your Products and Services	Are these documented and segmented?	Y
Deliver	Your Clients	Are these segmented and targeted	Y

Priorities



Action for positioning

- Strategic direction to develop 2 brands one for Professional Service Companies and one for Dentists
- Redevelop websites
- Review branding

Action for language campaigns

- Clean up databases
- Targeted campaigns for PSF's
- Blog writing and Newsletter development

Action for language touch points

- Creation of engaging videos on website
- Use new websites
- Newsletter and mailer telemarketing follow up

Results

- Creation of 2 websites
- Monthly websites and enhanced social media presence
- Telemarketing currently underway 2 new contacts resulted annual value approx. £25k

Costs

- £10K