

Commercialise better: improve sales revenues by 30% with integrated marketing processes

You need to improve sales of you current product portfolio or launch a new one, but...

- **How to plan effective marketing activities efficiently?**
- **How to integrate marketing planning, marketing communication, PR and follow-up?**
- **How to co-ordinate global marketing activities?**

COMMERCIALISING PRODUCTS or services is a big challenge for any product manager. The complexity is built in when you need to get R&D, sales and marketing teams to see eye to eye. Besides careful marketing planning, you need to focus your communication to reach the right buying group so that sales

force gets a good start in closing new business.

Product commercialisation actually happens when everyone sees that the chain of activities is leading to the desired goal. This is what Marketing Processor enables your team to see and share.

Based on your need, only nec-

essary components are selected. You can use our web-based tool to create your own commercialisation processes, or we will just use the methodology to ensure structure for your project.

Read more:
www.marketingprocessor.com

THIS IS HOW WE HELP YOU TO DO IT

<p>1. CONTEXT</p>	<p>Workshop</p>	<p>To get started, it is important to learn from the past. We open up and evaluate your experiences and best practices in commercialising products and combine them with ours. In order to establish the way we work we set the ambition for process improvement. Good practises will be kept or further developed, bad practices will be abandoned.</p>
<p>2. PROCESS DEFINITION</p>	<p>Choosing of the right Marketing Processor components</p>	<p>Based on set targets, we establish a commercialisation process for your organisation. This includes process definition with common terminology and measures which help you to evaluate the impact of the new commercialisation process on your sales. Together we also decide what tools are needed for implementing the new process.</p>
<p>3. ACTION</p>	<p>Implementing your Marketing Processor</p>	<p>Before action, training needs and external suppliers to be aligned with the process are defined. The first pilot project is then run with Marketing Processor. Analysis of the results is included in the process, which helps to make process improvements for the next projects.</p>