

# A4 Print & Design Ltd

## Sales & Marketing

### Objective

To create a sales and marketing plan for developing the business over the next 3 years. A small family owned business the owner required to understand the opportunities that existed and gain stronger buy in from staff in developing sales leads. This includes the managing of established customers and developing win-win relationships that will strengthen the business.

It was important that the plan was created and developed by the full workforce to ensure delivery on the ground and understanding of decisions.

### The work

- A meeting with owner to understand present market conditions and challenges
- A facilitated workshop covering the present customer process from enquiry through to print delivery.
- A facilitated workshop covering the present customer process from enquiry through to print delivery.
- An overview of the opportunities that exist and a review of the business
- A facilitated workshop assessing the opportunities and redefining the process to capitalise
- Creation of a sales and marketing plan driven by the full A4 team, with ownership by all.

### Results

Agreement to carry forward to clear marketing campaigns that would provide opportunities to reach the preferred markets.

*“It was refreshing to have someone work with the whole team and not just create what they thought we needed. The work has helped all of understand each other’s role more clearly and how we can build on our strengths to create opportunities in the market place.”*

**- David Ritchie, MD, A4 Print & Design**