

# JGC Technical Engineering Services Ltd

## Sales & Marketing

### Objective

To develop a tactical sales and marketing plan for JGC within the recognised markets. Having completed a strategic plan the Directors required more hands on knowledge of how to turn this document into sales. Creating a comprehensive tactical action plan and refocusing the business on sales and customer relationships to create added value. The work

### Working with the Directors to:

- Understand the underlying company values and ensuring they remain the core focus for growth
- Define the companies overt benefits and translate into the brand and culture
- Understand the Strategic Plan and convert into operation and tactical plans to deliver the results on the ground.
- Define the actual product and service sold and the value and opportunities within the market
- Clearly defining the 10 key areas of promotion and their application including support material and its application
- Pricing and sales, defining different pricing models and cost structures that build on USPs while building relationships for improved sales conversion.

### Results

A 3 year tactical plan that has then been cascaded down into yearly action plans for each market segment. The overall brand and positioning of the company was identified and been projected through the new brand and all material both online and off line.

The physical outcomes for the client are a new logo and brand identity that reflects the company values and is reflected in all areas of operation. A company brochure, 5 market sector brochures, 3 service brochures, 5 case studies in addition to sales letter templates, PQQ information, exhibition panels and of course an updated web site.

*“Working with Lindsey was both fun and insightful, her mix of theory and applied knowledge allowed us to look at the business in a new way. Her direct approach was useful when we tried to procrastinate but when we needed time to digest and think she allowed us space. We’re amazed we achieved so much in the timeframe.”*

**- MD, Company J**