

Tempest Marketing Planning Workshops



Well-written plans empower team members to carry-out the mission and overcome obstacles and resistance.

"Tempest's work was excellent and helped us drive increased revenues by adding a number of new clients. Their thought leadership and creativity made an impact as far as the success of our marketing campaigns."

*– Steve Nagengast,
former Managing Partner
Crowe Horwath*

Developing a Strategic Marketing Plan

Tempest's one-day, market-planning workshop helps owners, management, and professional staff to:

- Determine your firm's **market position** and understand **customer perceptions**
- Learn how to **build better relationships** with customers and alliance partners
- Evaluate the **impact of pursuing new business** from existing, as well as new customers
- Develop strategies for **new products and services**
- Write action plans that **achieve measurable business objectives**

Includes pre-planning meeting to establish baselines and agreement, so roles and need for involvement and collaboration become clearer. Well-written plans **empower team members to carry-out the mission and overcome obstacles and resistance** because of a sense of purpose and commitment to feel that their contributions really matter.

Agenda

Overview of Planning Process
Model for Planning
Market Perception
Controllable Marketing Factors
Uncontrollable Marketing Factors

Market Plan Overview

External Environment Assessment (*Opportunities and Threats*)

Internal Marketing Audit (*Strengths and Weaknesses*)

Market Segment Rankings

Defining Strategies and Risk

Sequential Programs to Move Clients through Buying Cycle
(*Marketing Communications*)

Building Action Plans and Budgets (*Identify most needed campaign*)

Facilitator

Don Astras brings more than 30 years of B2B sales, marketing and consulting experience for professional service firms, medical and hi-tech manufacturers and resellers. See [Don's LinkedIn Profile](#).

25
YEARS



Focus, think, relate, resonate



Personal plans provide a quantifiable process to better understand customers' needs and match the firm's offerings to meet them, as well as build sales team confidence.

"Tempest strategized with us to enter the healthcare market by targeting physician practices that were similar to our best clients. Not only did they help us refine our message so it differentiated i3 from our competitors, they helped build knowledge and confidence within our sales team to acquire new clients."

– Michael Ritsema, President at i3 Business Solutions, LLC

Developing a Personal Marketing Plan

Developing a Personal Marketing Plan Workshop will show business development managers and staff where to leverage efforts to achieve marketing goals in one-day. Use this knowledge to improve your sales effectiveness and to:

- Write a *Personal Marketing Plan* that you can commit to achieving
- Understand segmentation of target markets and which of your services and products will most appeal to them
- Provide a consistent message to each target market relating to each product or service
- Translate strategic marketing plans (*from Developing a Strategic Marketing Plan*) into practical terms and activities that are recorded and measured using Customer Relationship Management software
- Walk away with the tools to make you an expert from your customers' perspective, as well as **build sales team confidence**

Tempest can facilitate meetings with your organization's business development executives for planning each session and customizing training materials, as well as debriefing owners and top management. This workshop is more effective when it follows **Creating a Marketing Communications Plan**, because the timing of marketing campaigns and business development events are already coordinated.

Agenda

Overview of Personal Planning Process
Product and Services Positioning
Competitor Analysis
Feature/Benefit/Advantage Matrix

Telling your story through your Unique Selling Proposition

Cross-Selling by Buyer/Influencer Matrix
Identifying Target Clients, Prospects and Referral Sources
Setting Personal Goals
Assignments and Research

Facilitator

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