

A woman with long hair and glasses, wearing a light blue button-down shirt and jeans, stands on the left side of the frame. She is holding a blue pen and pointing towards a whiteboard. In the background, several other people are seated at a long table, looking towards her. The scene is set in a bright, modern office or meeting room with large windows. The entire image has a blue color overlay.

PDA  **Group**®
enabling sales performance

Sales and Marketing Strategy Workshop

Harmonize Marketing & Sales

We ensure your success in 3 steps:



Analysis

We uncover bottle-necks and areas for potential improvement



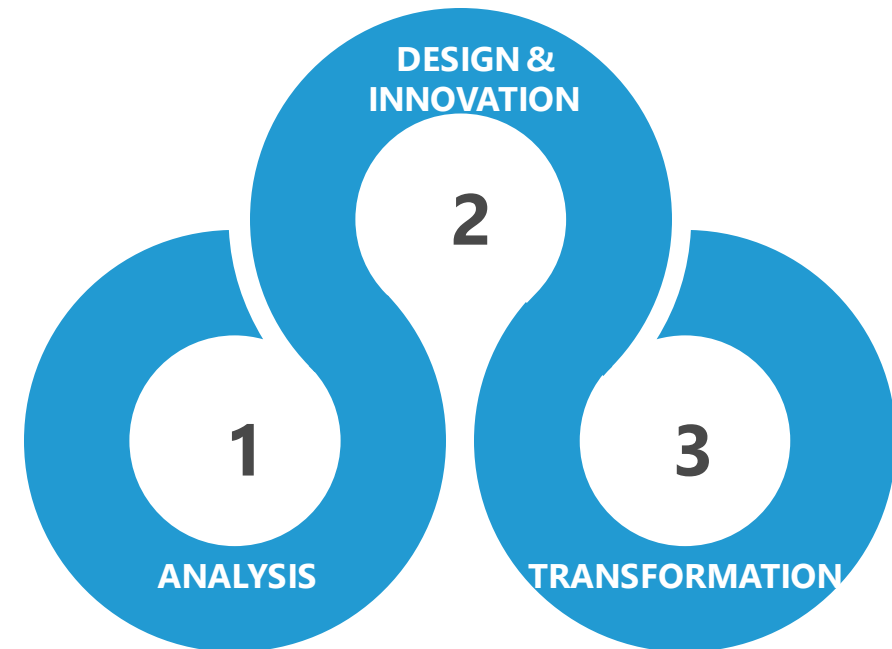
Design & Innovation

We combine our experience and innovative ideas to overcome every challenge



Transformation

We guide you down your new path and put the new plan into action together



Our Approach

KICK-OFF

Information on the procedure and common goal definition



1

PRE-WORK SURVEY SALES AND MARKETING

Information from your sales and marketing management on corporate and sales strategy, existing KPIs and responsibilities, organization, sales process and qualification



3

IMPLEMENTATION

Realization of your planned activities through concrete actions supported by PDAGroup



5

2



WEBSITE & SOCIAL MEDIA CHECK

Analysis of your digital presence (homepage, social media presence) by our neutral experts

4



SALES & MARKETING STRATEGY WORKSHOP

Definition of KPIs, identification of bottlenecks and critical business areas. The workshop is based on the analysis results of the Pre-Work and the Website & Social Media Check

COACHING

Ongoing support of sales management and team



Website & Social Media Check

On average, your customers have already made 60% of their purchasing decisions before they come into contact with you. So, your digital presence represents now the first section of your sales pipeline and having a strong and effective digital presence is essential to succeed in the digital world.

To help you assess and improve your digital presence, we designed a Website & Social Media Check to investigate your website's weaknesses that should be minimized, as well as the related strengths that should be further exploited.

Business Benefits

- » **Unbiased expert review.** Experienced Digital Marketing experts will review the company's website to assess website usability, attractiveness and effectiveness for lead generation
- » **Personalized insights report.** You will receive a thorough report on the strengths and weaknesses of your digital presence
- » **Sales-oriented optimization.** The recommendations can be immediately implemented to start generating more leads
- » **One-to-one feedback.** In the follow-up call, our experts will provide an action plan with suggestions specific to your company's current situation



Details



Delivery mode: Expert review and report, including recommendations and action plan



Languages: The website can be in English, German, Spanish & Italian; the report will be delivered either in English or in German.



Audience: CEOs, Marketing & Sales Executives

Sales and Marketing Strategy Workshop

Harmonize Marketing & Sales

Successful companies of today's economy must define their goals in a clear, measurable and achievable way. To define and reach these KPIs it is key to understand the challenges and barriers which keeps them from achieving their desired results.

In this intense **Sales & Marketing Strategy Workshop**, we link the major KPIs to the business areas they are connected to. By doing this, we identify and discuss underlying challenges and root causes.

Based on the challenges, action items to overcome them are defined in the next step of the process and positioned on a roadmap canvas to put them in a timely order and define concrete deadlines and responsible people.

Business Benefits

- » Attendees will state their key KPIs
- » Attendees will be able to apply tools & methods to meet the challenges that hinder them from achieving these KPIs
- » Attendees will define a strategic roadmap for their business
- » Attendees will have an action plan for these timeframes in place to achieve the selected KPIs



Details



Duration: 2x120 minutes



Delivery mode: Virtual workshop or on-site workshop



Languages: English or German



Audience: Sales/marketing executives and/or sales/marketing managers and/or solution portfolio experts



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English:

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German:

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