

Can Marketing and Sales Generate Additional Revenue?

Many companies are not reaching their full sales potential and are not achieving returns on the marketing investments based on gaps in their Sales and Marketing plans.

Challenges are driven by plans that are:

- Not sufficiently actionable
- Not aligned to the strategy
- Not attentive to profitability
- Not followed, or
- Never developed

Performance suffers when organizations assume a good strategy and clear objectives are enough. Marketing and Sales organizations are each unique in their strengths and perspectives. Only a cohesive, integrated plan can leverage these strengths into mutually beneficial results.

What Holds Marketing Back?

- There is a lack of a simple framework to translate the strategy
- Resources are normally stretched
- Traditional metrics don't tell you what to change
- Strategy and plans are not 'owned' by all the stakeholders (Marketing may be treated as a minor supplement to Sales and distant from the revenue process)
- There is no framework or measurement plans to assess marketing return on investment (ROI)

What Can Be Done?

Aligning and integrating Sales and Marketing is no small task. One of the best starting points is **Funnel Camp™**, a carefully-designed, intense 3-day joint planning session built around marketing and sales management of the customer funnel. All of the cultural barriers are removed as the marketing and sales organizations work together to convert strategies into an actionable marketing plan.

Leading Expertise Combined

MathMarketing has created the Funnel Camp program to specifically address the common sales and marketing management issues in business today. Dozens of companies in Australia and Asia, many of them regional offices of global corporations, have brought the Funnel Camp program in to their organization. Lenskold Group is partnering with MathMarketing to bring an enhanced version of Funnel camps to the U.S., U.K. and Canada, introducing basic ROI analysis and insight into the planning process. The sessions are conducted jointly with Lenskold Group and MathMarketing experts to deliver an effective tactical plan to achieve profitable growth.

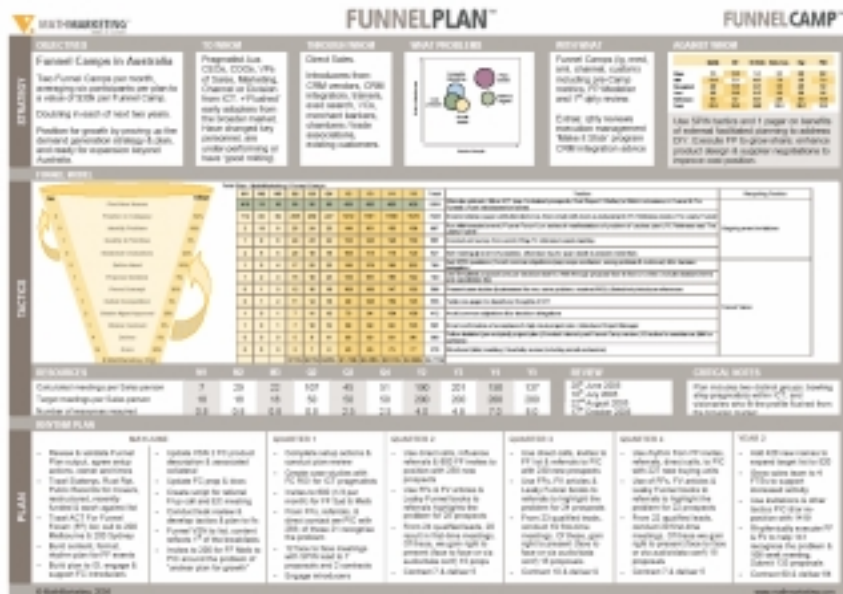
Funnel Camps™ - Strategy to Plan in 3 Days

The Funnel Camp program centers on a three-day workshop, with other activities taking place before and after this sales and marketing alignment event.



- Align objectives & strategies for Marketing and Sales
- Capture key metrics along your sales funnel
- Assess key profit drivers
- Introduce planning system via "The Leaky Funnel" book
- 3-day workshop with Marketing & Sales
- Customize buyers' funnel
- Map tactics to funnel
- Predict gaps
- Assess ROI potential
- Construct tactical plan
- Establish granular objectives
- Construct the 12 month plan-on-a-page
- Deliver co-developed action plans
- Provide basic ROI planning tool for prioritizing strategic and tactical decisions
- Define success metrics and measurement plan

Sample Funnel Plan™



Funnel Camps Deliver Change

Funnel Camps promise to provide you with the change required to achieve marketing effectiveness by removing the identified impediments to growth. You will get:

- Blistering clarity around the strategy.
- Fresh insight from our experience with almost 200 sales and marketing planning projects.
- A highly-actionable sales and marketing plan to manage and monitor delivery of your strategy.
- Granular objectives and an early-warning system. Shortfalls identified well before revenue targets are missed.
- Confidence to reallocate funding and support away from low-yield or non-aligned tactics.
- Both the Marketing team and Sales team committed to this plan, and its execution.

MathMarketing Testimonials

"...at the heart of the single most important issue in any sales business - managing the 'funnel'. This unique approach provides a real solution to improving sales and marketing effectiveness that can be implemented in even the best-run businesses."

John Ruthven, Senior Vice President - Asia Pacific, Computer Associates

"Attractive 1 page output will be a very useful and easy-to-use tool to apply logic and measure success."

Joanne Cooper, Account Manager - Sales Specialist, ASX-Listed Telco

"Helped to align the groups within the company."

Les Henry, Business Manager, Global Technology Vendor

"We will look back on this event as a turning point in the company's history"

Carey McMahon, Chief Operating Officer, ASX-Listed Hi Tech Developer, Distributor and Exporter

"A clear go-to-market Sales and Marketing strategy for our product."

Michael McTeigue, Sales Manager, ASX-Listed Telco

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