

ALLEN K. PRATT

Sales, Marketing & Business Development for
Start-Up, Turnaround & High Growth Environments

630-390-9293

SALES & MARKETING EFFECTIVENESS AUDIT

Champion Change:

- Outside-In “voice of the customer” perspective
 - What operational obstacles exist?
 - What new opportunities are available?
- Determine the profitability of existing accounts
- Evaluate new business sources. Eliminate obstacles preventing revenue growth.
- Focus efforts on greatest return in investment
- Improve the return on investment for marketing and sales activities
- Create a culture of management by facts, make decisions based on known factors
- Build trust using the 95/5 employee relations approach
- Improve sales forecast accuracy, increase collaboration.

Drive for Results:

- Create metrics for critical success factors and key performance indicators for marketing and sales activities
- Identify opportunities for immediate positive impact for both revenue and profit
- Analyze and control investment improvement roadmap
- Measurement. What metrics are in place to monitor leading and lagging indicators of sales performance and how effective are they?
- Create a unique business proposal (offer) that is too appealing for your customer to refuse and too good for your competitor to match



“I’ve worked with Allen Pratt for over 6 years at Man Roland. Allen is truly respected with the customers he had worked for in his tenure at Man Roland. Allen supported me with my customer’s request in a diligent manner and always went the extra mile.”

Jim Norton

Project Manager, Man Roland Inc.

“Allen is an innovative leader with unrelenting focus on bringing value to his customers. While at Goss, Allen took control of an organization and re-orientated its wayward direction while quickly producing measurable results. Allen was always supportive of our organization and treated us as “internal customer” - providing world class service and support.”

Vincent Grosso

*Director, Installations, Americas
Goss International Corporation*

HAWKEYE
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