

# 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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