

Beacon Strategies

Fresh-Look

Chart a stronger course for your business

We help firms increase their sales effectiveness by successfully identify and address complex issues such as: streamlining product-development cycles, aligning market segments and roles with technology solutions, creating market segmentation strategies.

Our Fresh-Look program engages your leadership team in a three-day onsite format to address marketplace trends and tackle strategic roadblocks in your business. It delivers timely, pertinent, objective and practical information that engages your leadership team to think beyond day-to-day responsibilities and focus on strategic business issues that are preventing sales and reducing customer satisfaction.

Combining Beacon's proprietary market research, deep industry knowledge, strategy and sales experience, we facilitate a comprehensive "deep-dive" of your firm that will:

- » Identify key business model opportunities, choices, and tradeoffs.
- » Develop an objective profile of your firm for optimum competitive positioning.
- » Identify your company's strengths, weaknesses and critical pain points through a combination of team, one-on-one, and customer interviews.
- Review core effectiveness including product management, product development, marketing communications, sales, operations, Professional Services, and training.
- Compare core functions to firms with similar business profiles and evaluate how they align with your current strategy and offerings.
- Identify proven sales and service best practices that best fit your business model.
- Facilitate a round table review session for your leadership team to discuss our findings and explore opportunities, threats and recommendations.

These critical questions need to be answered. Does your team:

UNDERSTAND why you are really winning and losing business?

KNOW what your competitors are doing to create differentiated, high-value offerings to meet the needs of discrete market segments?

ALIGN your people, information, and resources to drive your business strategy?

PRIORITIZE initiatives to achieve your strategy or to add shiny new features?

DELIVER compelling value to convert latent buyers into active buyers?



BEACON STRATEGIES, LLC

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Our Services: Timeline and Key On-site Activities

3 weeks prior to the On-Site Visit: Initial Conference Call with the Fresh-Look Sponsor to:

- Define specific priorities and objectives to define and focus our efforts.
- Provide the Beacon team an initial understanding of your organizational landscape and begin to identify and schedule key interview participants.
- Schedule demonstrations of your products and sales methodology.
- Request marketing communications and other artifacts for our review.
- Review on-site logistics and schedules

Beacon will send you a firm profile to complete and a supplementary information request based on the information provided on the initial call. The profile and any additional information should be completed no less than three business days prior to the On-site.

1 to 2 weeks prior to the On-Site

- Product Demonstrations (Webinar-format)

1 week prior to the On-Site: Second Conference call to:

- Review draft agenda

- Finalize interviews subjects and schedule
 - » Finalize On-Site logistics
 - » Day 1: On-Site (8:30 - 5:30)
 - » Meet with sponsor to review specific goals and objectives
 - » Convene Fresh-Look Working Group (through working lunch)
 - » Intros/Objectives
 - » Putting the Firm in Context (Business Goals/Metrics, Strategies, Product Portfolio, Organization)
 - » “Who Is Your Customer?” Exercise
 - » Definition of Strengths & Weaknesses
 - » Current Concerns

After working lunch

- Conduct Interviews (approx. 30 min each) with Fresh-Look Working Group members and other key personnel
- Gather any additional information/data identified in the AM Working Group session
- Day 1 review with sponsor - Initial list of follow-up interviews

Day 2: AM Beacon Team meets off-site to review findings and evaluate options

PM On-Site (1:00 - 5:30)

- Review any outstanding questions about previously gathered information/data with specific individuals
- 30-45 minute live Sales Presentation (with Beacon as prospect)
- 30 minute 1:1 with Professional Services discussion based on the sales presentation
- Follow up one-on-one discussions/idea exploration based on Day 1 interviews
- Complete any outstanding data collection
 - » Day 2 review with Sponsor

Day 3: AM Beacon Team meets off-site to review findings and evaluate options

PM On-Site (Noon - 5:30)

- Presentation - Share findings with the Working Group and other key team members
 - » Marketplace Context - State of the Industry
 - » Firm Direction & Client Alignment - Your firm's opportunities, strengths and challenges
 - » Product/Solution Review
 - » Internal Strength - How your firm measures up against like competitors and industry best practices
 - » Specific recommendations for achieving better alignment of marketing, sales and product development to achieve your business goals
 - » Strategy evaluation and execution risk assessment
 - » Evolution opportunities
 - » Open discussion

The presentation is designed to be interactive and open. Beacon will foster participation.

PM Off-Site

Finish with dinner with the Fresh-Look Working Group.

Continue discussions

Cost: \$24,500

Some of our clients plan an annual Fresh-Look assessment to objectively benchmark their progress. Others use Fresh-Look as a knowledge power boost to provide actionable insight and steamroll sales roadblocks. However you view your situation, can you afford not to understand and benchmark where you are currently to ensure you reach your destination?

Contact us today to discuss how we can work with you to give a Fresh-Look at ways to increase sales effectiveness in your business.

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