



Workshop

TSL Sales and Marketing
Consulting Services

- Tactics
- Engagement
- Alignment
- Messaging

Prepare for Success

TSL's "T.E.A.M. Workshop" is a sales and marketing consulting session aimed at ensuring you get the most out of your lead generation campaign with TSL.

The goal of this half-day consulting session is to build a campaign guide, sales playbook and single go-to-market plan that aligns sales, marketing and TSL.

The workshop focuses on four key areas:

1. The **TACTICS** that you will implement as part of your integrated lead generation campaign, such as:
 - a. The target list and sectors
 - b. Target titles
 - c. Direct mail
 - d. Email
 - e. Telemarketing
 - f. Personalised URL's
 - g. Internet marketing
 - h. Webchat
 - i. Lead management
 - j. Segment analysis
2. The sales **ENGAGEMENT** model i.e. how TSL and your sales team will integrate together as part of a formal sales process. This includes preparing and coaching the salesforce to ensure that leads are followed up on correctly and in a timely manner, maximising the opportunity to progress leads into pipeline opportunities.
3. All messaging and tactics will be be **ALIGNED** to ensure a high impact, cohesive offering to prospects. The workshop will also ensure that TSL, your sales team and your marketing team are all aligned behind a single go-to-market plan.



4. Interest based **MESSAGING** is critical. The workshop will develop a unique value proposition that resonates with each buying centre constituent at the prospect company.

Your company and solution value proposition will be reinterpreted for sales prospecting, and also for direct marketing.

For example, the workshop will ensure that CIO's receive collateral and marketing messages that address areas such as TCO and ROI. CIO's will receive the technical messaging and collateral. COO's will receive collateral and messaging that reflects the operational impact of your solutions on a business.

Ready to Launch

Once the T.E.A.M. workshop is completed and any actions items fulfilled TSL and your team will be jointly aligned behind a comprehensive go-to-market campaign that is ready for execution.

The output of the workshop is a campaign guide that will outline the messaging, the client issues to probe, and the tactics that will be employed. This will be used by TSL's marketing and telesales teams during the campaign. A sales playbook will be delivered for the salesforce which will prepare the sales executive for the new leads.

All parties (sales, marketing and external) will have a common understanding of the campaign, it's focus and expectations for success.

We will have already passed the first obstacle to successful marketing: "If you fail to plan, you're planning to fail."

Comments from previous clients on the T.E.A.M Workshop:

"All of us at ICS were extremely happy with the results we achieved from the T.E.A.M workshop. We will continue to use all of this information in our marketing campaigns going forward. I highly recommend this workshop to other technology companies."

Steve Pestillo, Marketing Director, ICS
IBM Business Partner

