



PowerOfAlignment  
Workshop & Project

STRATEGY,  
GAMEPLAN,  
PLAYBOOKS,  
READY.

# STAGE 4.

Your business performance will always be stronger when alignment and co-operation is in play across all key departments that source, convert and manage the client experience.

## STRATEGY

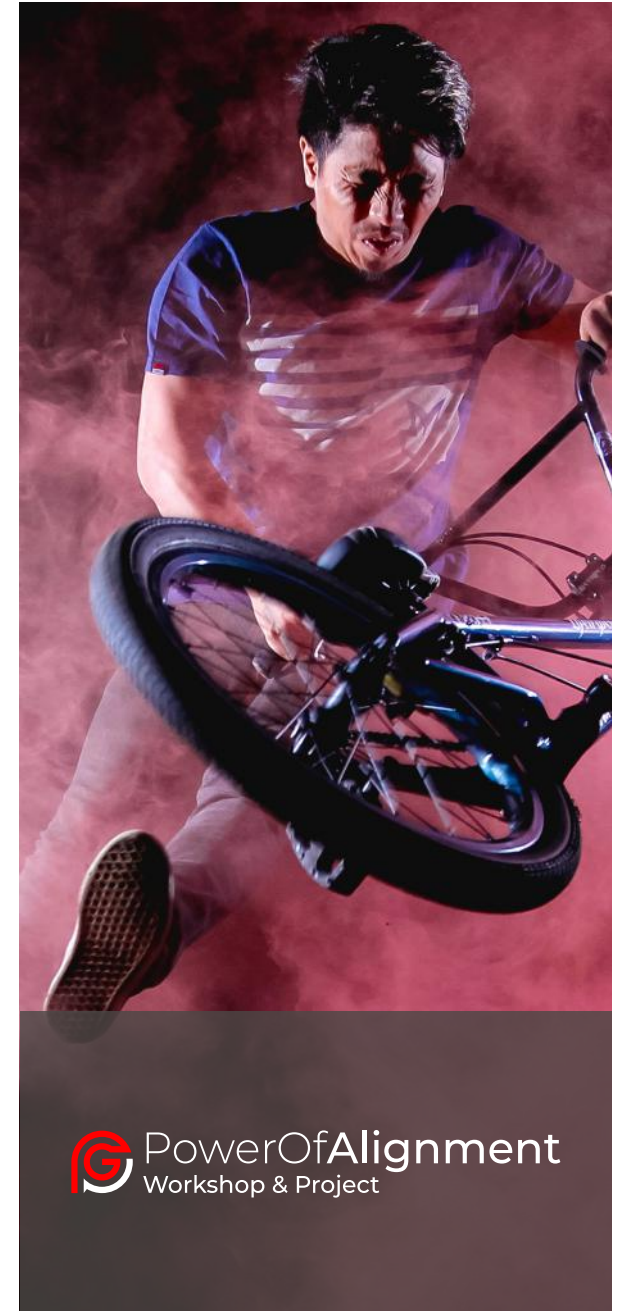
Aligning your growth strategy across the business model is essential to increase profitability at scale. Strategic considerations are required across all key business model contributors and specifically to define the “What’ you are doing including defining a:

- Financial Forecast Strategy
- Sales Strategy
- Marketing Strategy
- Client Services Strategy

## GAMEPLAN

Your strategy is foundational, however, it cannot be implemented. It requires formulating into an actionable plan with a timeline so the client journey is seamless and delightful. Your GamePlans define the “Who’ is responsible and ‘When’ it needs to be completed to deliver upon your

- Financial Forecast Target Goals
- Sales Targets Goals
- Marketing Target Goals
- Client Services Targets Goals



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# PLAYBOOKS

With your GamePlans defined, to bring to life the “What” and assign “Who” and “When”, it’s time for the “How”, your Playbooks are the tactical actions you will take to deliver the GamePlans to market and will include examples such as:

- Financial & people investment required
- Marketing campaigns to increase traffic and qualified leads
- Sales process to convert qualified leads into profitable clients
- Client services management to retain and upsell clients to brand advocates

## READY

With well defined Strategies, GamePlans and Playbooks, your business is ‘internally market ready’ and confident in delivering the objectives and goals identified to:

- Increase client acquisition from the right target market
- Deliver a strong value proposition for the client
- Outcompete your competition
- Empower your sales team to convert leads faster and more profitably
- Retain and upsell value to clients and create brand advocates who refer you

# READY?

Book your 45 Minute  
GrowthEngine Consultation

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## CONTACT

### PHONE

0330 1130 130

### EMAIL

[helpdesk@thesuccesshub.io](mailto:helpdesk@thesuccesshub.io)

### ONLINE

[thesuccesshub.io](https://thesuccesshub.io)