



A Case Study In ...

Business Development: Marketing & Sales

- The Client:** Not for Profit Organization
- The Challenge:** Create, co-ordinate and rollout a retail product nationally.
- The Approach:** Provide an interim Vice President of Sales and Marketing to work at the client's national office as well overseeing the existing marketing team.
- The Results:**
- Reviewed existing national and regional marketing.
 - Developed a national marketing strategy to support regional programs.
 - Reviewed all products produced by the client nationally.
 - Developed a new product range, packaging and supply source of use in fulfilling retail requirements.
 - Developed a relationship with a major Canadian retailer to sell the client's products in key stores across Canada.
 - Worked out a logistical contract to warehouse and fulfill all orders from regions and stores.
 - Assisted in the development of the management practices in the new division.
 - Worked on the planning committee and for a new IT system
 - Assisted senior management in working with and co-ordinating approaches for the test regions
 - Developed and marketed a CD version teaching manual and material.
 - Worked with marketing and training staff to continually update and modernize traditional courses.

