

Sales & marketing expertise that matters

Sales Operations

- Management
- Planning
- Operations - building effective sales teams

Sales Strategy

- Your unique sales process
- Pipeline development and management
- Lead conversion
- The right sales

Branding

- Strategy and positioning
- Developing insights
- Developing a marketing plan

Building brands and promoting growth with proven marketing expertise

Sales, Analytics & Reporting

- The right KPIs
- Best reporting strategies
- Analytics for sales growth

Brand Execution

- Pricing strategies and analytics
- SKU management
- Advertising and promotion
- Measurement

Communications Strategies

- Internal
- External

An Osborne interim executive will add value to your organization in the following ways:

n Sales strategy: Define and redefine your sales process with the personalized approach of the Principal. Develop your pipeline and track your leads under while managing each of the touchpoints. Develop better tactics to capitalize on these leads. Choose the right activities to lead to higher sales.

n Sales, analytics, and reporting: Setting the *right* KPIs for your business. Developing strategies to motivate and encourage the sales team. Analyzing sales data to understand successes/challenges and understand how each product contributes to the bottom line.

n Sales operations: Managing the sales team to encourage sales growth and top-line revenue. Setting of objectives through careful sales planning. Building and managing a team that can achieve these objectives.

n Branding: Assessing your current branding strategy and developing insights to better understand your target markets.

n Brand execution: Highlight the importance of pricing by implementing a strategy for constant analysis to ensure effectiveness and optimization. Suggesting new methods for fully-utilizing the potential of digital. Ensuring proper use of measurement with metrics such as: cost of acquisition, lifetime value, lead conversion ratio, promotion ROI, and more.

n Communications strategies: Assess both internal and external communications and recommended strategies for improvement.

