

GROWTH STRATEGY  
DYNAMICS

# Sales & Marketing

Services & Strategy



PLANNING • DEVELOPMENT • IMPLEMENTATION



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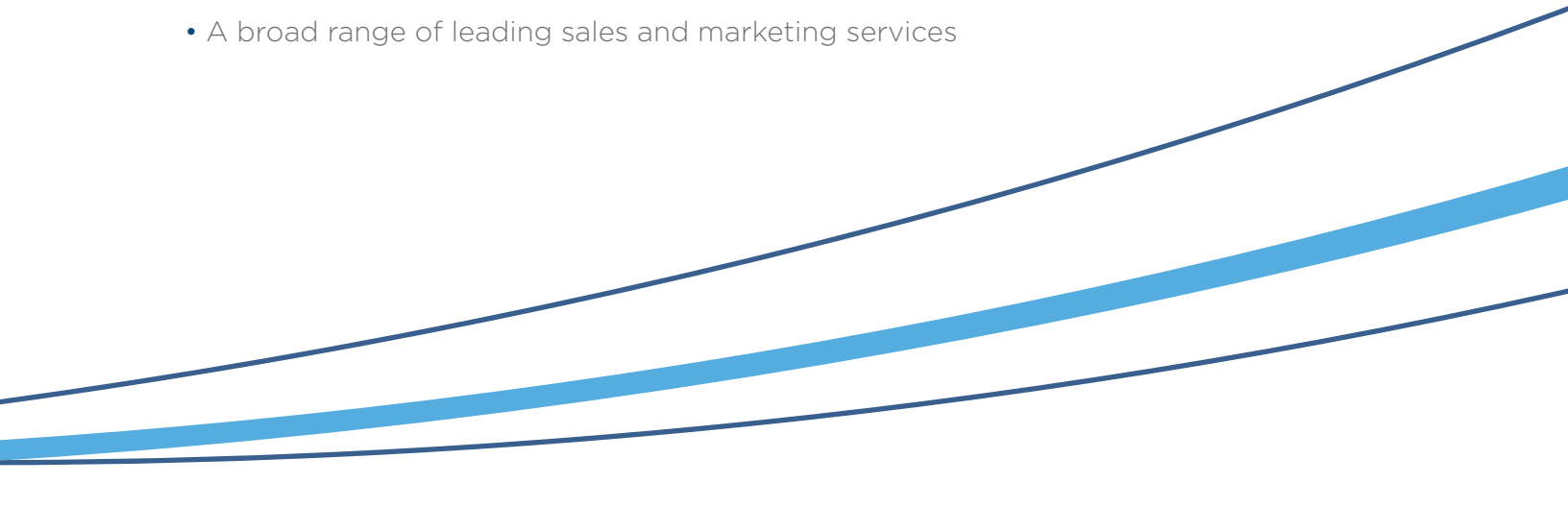
Printed text on a document, featuring several paragraphs of business-related content. The text is partially obscured by hands and pens, but some words like 'strategy', 'innovation', and 'vision' are visible. The text appears to be a formal report or presentation.

# Our Approach

We have a passion for helping companies make sales and marketing easier. We want you to receive first class solutions so we keep researching best practices to deliver clients proven results.

The ability to create a winning sales campaign, recruit good sales people or to afford full time sales and marketing resources are a challenge for many companies. Time after time, we see small and medium sized enterprises struggle with their ability to sell themselves, promote their products and services, locate reliable sales staff, and implement marketing activities to sustain and grow their business. We continue to meet businesses that are discouraged by costly impacts of expensive full time employees, ineffective marketing, and the risks of inexperienced sales and marketing staff.

Growth Strategy Dynamics delivers proven sales and marketing resources

- The right solutions at a fair price
  - Timely returns on their investment
  - Subject matter experts
  - A balanced blend of internal and external resources
  - Ongoing development and support
  - A broad range of leading sales and marketing services
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*“Price is what you pay.  
Value is what you get”*

Warren Buffet, 1930  
American Entrepreneur

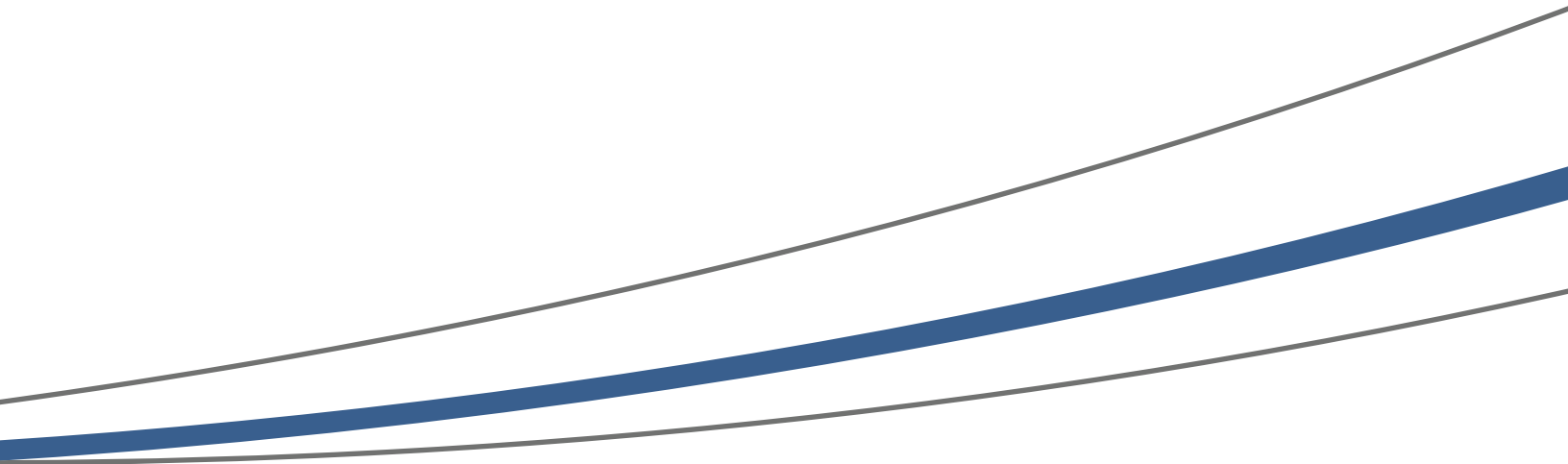
# Our Values

We provide results driven services to make your sales and marketing easy!

Real value exists when you feel you are receiving the best possible services at a fair price from people who really care about your personal and business success. Selecting strategic sales and marketing services is not like purchasing a pair of socks; it's more than simply feeling comfortable up front. You're entering into an ongoing relationship; and with that comes interdependence, trust, communication and growth. We are professionals in every way, and throw ourselves into the vision of helping you accomplish your dreams.

Our value is wrapped around five core pillars, we are:

- Enthusiastic
- Insightful
- Experienced
- Affordable
- Enablers



## Enthusiastic

*High energy > Inspiration > Zest > Positive psychology*

When talking with us, you will sense our genuine interest in your business goals and a shared passion for “making it happen”. Driven by our own natural energies, we nurture our clients in the same manner we do our own business and approach every opportunity with an attitude and spirit that is uplifting and motivational to our clients. We know it can be difficult to continually recharge your own batteries, so we lend a hand, an ear and ultimately the disciplined will power to assist you in focusing on the business. Let us assist with working through the actions to bring your business to new levels. We won’t pump sunshine or tell you it will be easy, but we will march with you to make all best efforts to build your revenues and retain your customers.

## Insightful

*Intuitive > Perspective > Fluid intelligence > Solving difficult problems*

As a leader in providing Sales and Marketing Services via our network of subject matter experts and partners, we provide a strong perspective on what strategies work and what kinds of results you can expect. We assess your current situation and the types of methods you have been using, further analyze for pain points and known gaps, as well as unrealized opportunities. We present the recommendations and details for you to make informed decisions for your organization. You choose how much or how little implementation support you require and ultimately select a comfortable blend of our resources and yours to obtain the desired results.

With factual evidence of industry trends, pitfalls and challenges and experience in what our products and services achieve, we are confident that you will realize significant value, regardless of your organization’s size or requirements.

# Experienced

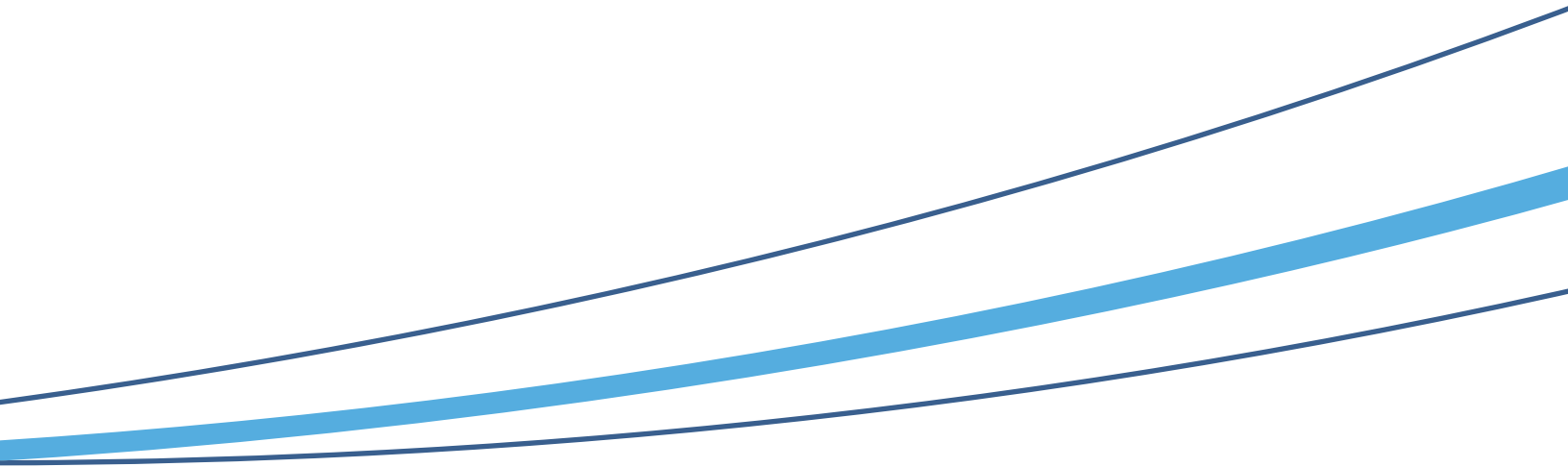
***Know-how > Procedural Knowledge > Reputation as an expert***

We are a culmination of our many broad experiences that form the knowledge to help you succeed: we are committed to matching the best solutions to your exact business situation and will draw upon our collective experience to make the best possible decisions and recommendations. Our continued commitment is to get the job done right, the first time while minimizing resources and best attempts.

When considering an Outsourced Sales and Marketing Services partner, it's critical to understand the depth of their people and how they have navigated waters similar to the ones your company must. These measures can be describes as:

- Skill levels
- Professional guidance
- A positive track record of results, and
- Keeping your best interests in mind

*“The difference between successful companies and others is not necessarily a lack of skill or resources, it often has a lot to do with the will power to take action - remember you miss 100% of all the shots you don't take!”*



# Enablement

*To provide means of opportunity > Designed to empower > Accessibility*

## PLAN

An essential starting point in our engagement is the crucial first step of fully enlisting ourselves in your business and broadly submersing ourselves in order to appreciate where you have come from, where you are now and where you want to go. Our professional assessment and analysis phase supports designing the best road map that is suitable to your development and vision. We support specific action planning and align the necessary resources to further develop systems and processes.

## DEVELOP

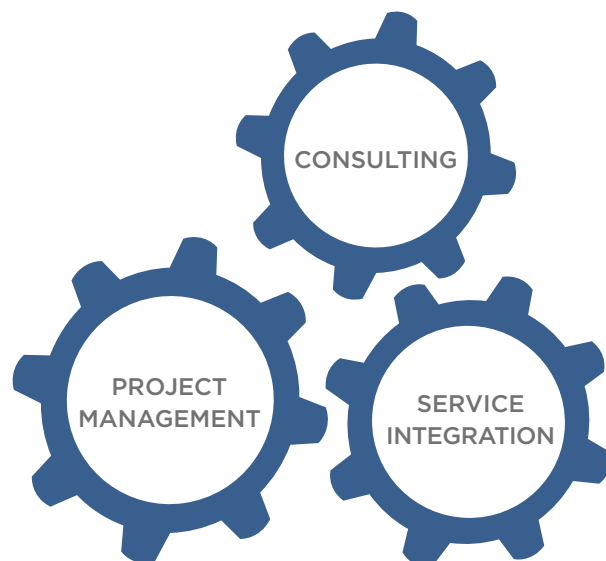
Once a clear road map is designed, we work with you to complete the necessary steps in preparing to undertake your sales and marketing activities. With this in mind, we establish gaps for further development as required and assist you in preparing for implementation: budgets, resources, and tools.

## IMPLEMENT

One of the biggest misfires in many organizations is the lack of execution for a well laid plan. Whether it is skilled staff, time, or focus, many great ideas, and plans sit on shelves gathering dust. We work with you to assist in the coordination, and execution of all or some of the sales plan, matching a careful balance between in-house and outsourced talent and resources.

## ONGOING SUPPORT

This critical step is where the rubber hits the road and our true value shines through as we not only fulfill our consulting role, but we support you in the “Doing” part of the business. All professional services, coaching, support, re-calibration, touch points and service implementation are included.





# Affordable


*Reasonable expenditure > Price-value relationship > Broader access for all*

We engage our clients in education through building awareness of the best suited sales and marketing strategies, and then matching solutions with budget realities. This approach quickly aligns the best suited strategies to yield the highest level of return on your investment based on where you are, where you are going and at what speed. Our common sense approach to sales and marketing moves you away from “nice-to-have” solutions to “must-have” thinking based on the stage, maturity and business goals of your company.

**We provide a way for customers to achieve success through an incremental return on investment approach which is cost-effective, easy to implement and fits a budget for any organization. We can assure our clients that our business model is more affordable than many best alternatives as there are no:**

- Long term contracts
- Huge up front engagement fee
- Hassles of managing employees
- Severance risk
- Company benefits to pay
- Additional holiday pay
- Limitations to your budget
- Supervision on your part
- Recruitment head aches

*“We remove many revenue challenges that business owners and marketing managers face - instead we make the experience easier, affordable and manageable.”*





*“Without a specific sales and marketing plan, businesses are driving ahead blindly. Planning is an essential tool for revenue success”*

# Our Difference

We are excited, as a service provider, to always be researching the latest strategies and leading activities; challenging our thinking and gathering fresh and current perspectives on the innovative tools and thinking to help our customers succeed.

When you work with us you'll be pleased to know we are very motivated to understand our client's goals, objectives and dreams. A thorough examination of your current situation, pain points, difficulties, and pay off to reach your goals.. We welcome you to speak to our clients and when you are ready - give us a try. If you aren't sold, pick a small project and test us out!

Organizations select Growth Strategy Dynamics to strike the right balance between locating cost-effective internal resources and budgets to support sales and marketing solutions needed for growth: it's a powerful pull between out-sourcing and going in-house, costing time and money. By choosing a best-in-class sales and marketing solutions provider like Growth Strategy Dynamics, ensures that best practices are scalable, cost-effective and can be deployed without hassle: making the dynamics of growth a smooth transition from good to great. Sales and Marketing Made Easy: Planning, Development and Implementation. Growth Strategy Dynamics is head-quartered in Kamloops, BC.

# Sales and Marketing Services

After contributing 25 years in sales, management and business development capacities, we have pinpointed key activities that every organization should be deploying to be successful with revenue generation and customer retention. The challenges facing many small to medium-sized companies, is that they lack the skills, resources, or budget to implement these critical strategies. Enter Growth Strategy Dynamics. Our a la carte approach allows for flexibility in selecting the services you need to be successful in strategically developing your clients and prospects.

## **SALES PLAYBOOKS**

Creating a sales playbook doesn't have to be a daunting task. Most of the information can be found in your organization already; usually buried in lengthy documents or stored in your top sales person's head. We capture that knowledge, combine it with sales best practices tailored to each unique selling situation for your business, and take a team approach to advising on the right sales strategies to develop your sales playbook.

## **LEAD GENERATION**

We specialize in business to business Outbound call programs. Our teleservices group is designed as a proactive targeted outbound telesales group which turns opportunities into business. Our team quickly assimilates the essence of your products and services and professionally conveys your message to prospective customers to generate leads for your organization. It's like having your own inside sales team. Plus, you know that your company is being professionally represented to valuable new prospects. First impressions count! Our Inbound marketing partners provide a multitude of ways to generate web traffic through their expertise in pay per click, search engine optimization and social media. Two great strategies for lead generation: Outbound and Inbound designed to fit your needs and budget.

## **MARKET RESEARCH**

Utilizing our boutique market research services can help increase your marketing, sales efficiency, effectiveness and profitability. The end result is increased sales profitability for your organization. Our team can assist with simple prospecting lists for campaigns to more involved market validation projects.

## **NURTURE CAMPAIGNS**

We help you build better relationships, through more consistent and relevant content. We offer a host of different services to support the consistent touch points to both clients and prospects to assist you in maintaining leading client retention and expansion strategies. Our team will provide the technology, scheduled outreach, and written content required to keep you in touch with your valuable prospects and customers.

## **NET PROMOTER SCORE**

In today's electronic age, your clients are being bombarded by competing messages all the time. With our "Customer Satisfaction Program" we help our clients develop a systematic approach to measuring satisfaction, keeping your finger on that pulse, and making the necessary strategic changes to retain more customers and get more referrals.

## **SALES CHANNELS**

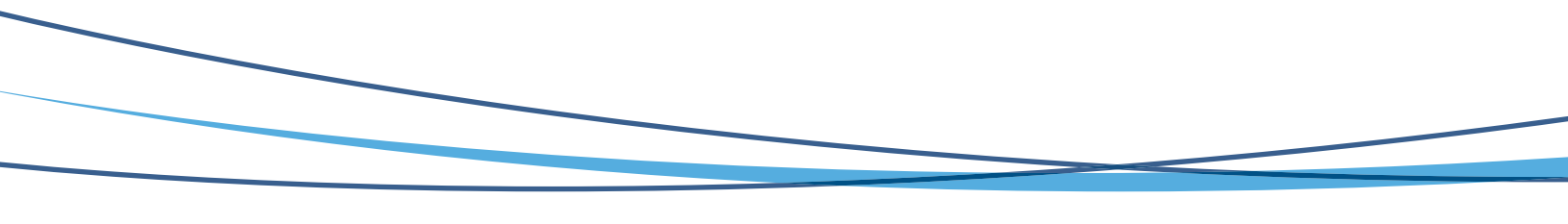
Agents, Contractors, Resellers –We support you in developing partner programs, locating sales personnel, agents and contractors through our associate network. We have experience in developing channels, identifying key success factors and delivering the necessary tools and resources to support your business. Start with an assessment to establish your scope and work with our team to develop the priorities and deliverables.

## **SALES ENABLEMENT TECHNOLOGY AND AUTOMATION**

There is a broad range of different software programs developed to manage customer information, prospect data and your sales intelligence. Our team supports you through identifying effective sales tools to improve performance. We assess the level of technology needed and assist you with establishing a plan to adopt and deploy best suited sales and marketing technologies that won't break the bank and over complicate your processes.

## **SALES CONSULTING**

We provide consulting to establish best sales practices, skills and processes to get your sales efforts defined. If you have sales personnel, we provide valuable coaching and support for enhancing overall sales performance. Our services can be customized for a one on one approach or group setting to focus on known gaps or new practices.



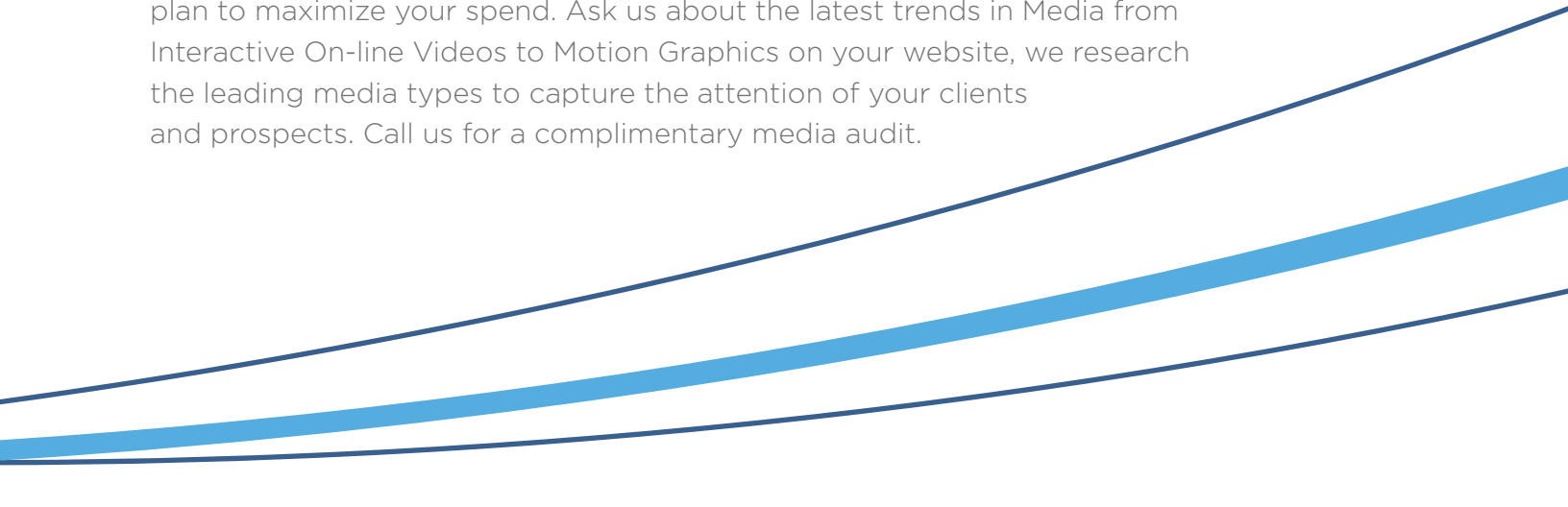
## **BUSINESS DEVELOPMENT PLANS**

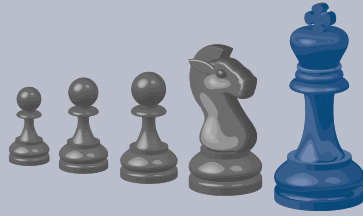
The key to a successful marketing campaign is a sound plan. This process is a critical step in developing a marketing strategy that works. We will work with you to develop ideas and campaigns that will give your organization a competitive edge in your market. Part of this creative process includes identifying exactly who your target is, analyzing how those prospects make buying decisions, and creating ways to get your marketing message in front of them cost-effectively. Once the marketing plan is completed, it will act as the blueprint for your company's marketing activities.

The long-term success of any marketing campaign lies in its implementation. Our coordinators are available to put your marketing plan into action. Our knowledge and understanding of the marketing process has saved our clients countless hours and thousands of dollars. From media planning and purchasing, to targeted direct marketing programs, our expertise ensures that the job gets done on time and on budget. By having a professional marketing company look after your day-to-day marketing needs, you can concentrate on what you do best - running your business.

## **CREATIVE AND MEDIA**

Whether you are looking for a great new company brochure, web site, hard-hitting display advertising, or an integrated direct marketing campaign; our partners at Pulse have innovative solutions to make you stand out. Design services start from concept through to final production for both print and electronic media with solutions that appropriately reflect your company's image and target audience. The creative team develops unique, innovative designs that deliver your message with maximum impact. We ensure that all your corporate communications have a strong identity, providing a consistent message. If it is a media placement strategy you need, no worries, we can help with that too by selecting the right mix of media with a solid plan to maximize your spend. Ask us about the latest trends in Media from Interactive On-line Videos to Motion Graphics on your website, we research the leading media types to capture the attention of your clients and prospects. Call us for a complimentary media audit.

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250.574.8800

