

## Strategic Marketing Consulting Services:

**Our strategic marketing consulting service is designed to support your business's sales and marketing and communications needs. Our consultancy services is aimed at small and medium-sized companies. The result or conclusion of our service is a recommendation on a suitable marketing/communication strategy or strategic marketing plan adapted to the needs and wants of your business.**

### Intake interview:

1

We schedule an initial intake interview of approximately 60 minutes to know the sales and marketing needs of your business. During the intake interview, we explain the approach we follow and request all the details of your company

### First consultancy session:

2

In the first consultancy session we discuss a number of points. The first consultancy can be done electronically (via Skype) or physically (at your office). Each of the points discussed during the consultancy session are standard. However, there can be included more points according to the situation of the company and the desired goals (e.g. research into a dealer market, etc.)

### Standard points to handle:

3

- Explanation of the benefits of having a sales and marketing strategy/strategic marketing plan.
- Help you set the goals
- In-depth analysis of your current marketing strategy
- In-depth analysis of your marketing environment.
- Proposal of marketing strategy/strategic marketing plan
- Prediction of expected results
- In-depth analysis of required resources

### **Additional points to handle:**

**4**

- Contracting outsourced marketing services by Wise Help
- Entrepreneur's personal plan
- Marketing meetings, influencers and networks.
- Marketing Mix: 4P's, 4C's and 4E's
- Checklists
- And many more!

### **Second consultancy session:**

**5**

After discussing the above mentioned points and other relevant points to your business goals Wise Help will send the marketing strategy or strategic marketing plan to your business postal address within 7 business days.

Once the marketing strategy/strategic marketing plan has been received by the client, a second session (at no additional cost) is provided for the discussion and follow-up.

### **2. After-sales support service:**

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After this second session, if you have any doubts, complaints, questions that arise, you can contact us and we will be at your disposal.

## **Summary statement of offer:**

**No-binding Intake interview**

**2 Personalised Sales and Marketing Consultancy Sessions**

**Marketing Strategy or Strategic Marketing Plan within 7 days**

**Copy of Marketing Strategy or Strategic Marketing Plan sent to your business postal address**

**After-sales support**

**Only for €199,00**