



## ***Services Marketing Coaching Program***

- **Has the marketing of your services been ineffective or not as effective as you would like it to be?**
- **Do you find that you are often “inventing” your marketing as you go along?**

If you answered **YES** to either question, **S-Market Strategies Services Marketing Coaching Program** can help you develop stronger strategies and tactics while building improved marketing skills and experience. In working with clients from companies large and small, we have realized that many marketing executives are struggling to find the best path to make their business and professional development successful. That's why we offer coaching programs that provide the opportunity to get your business on track with less risk, while building personal skills and experience.

**S-Market Strategies Services Marketing Coaching Program** offers you (or your marketing team) the benefits of an experienced worldwide marketing executive at their disposal. Whether you are just beginning to build your business or you are looking for external insight on an established business to improve your marketing effectiveness, S-Market Strategies can provide the experience and proven success that you need.

In lieu of traditional consulting services, the S-Market Strategies coaching program can provide the opportunity to develop stronger skills and strategies while improving the marketing effectiveness of your business. We will work with you at your location to delve into your business to understand what works well and what needs to be improved. Then you and your coach develop the plans to get you on a more effective path.

But it doesn't stop there; the program also includes on-going support for your business and personal development through telephone, Email or net-meetings. This program is not just a quick evaluation that leaves you hanging out to dry. Your success is our success and we know that for you to be successful, we will need to continue to support you as you refine and implement your new strategies, tactics and programs.

The concept of coaching executives at the top levels of corporations ensures that they have a strong and well-developed foundation that improves their effectiveness and success rate. In today's times with tight budgets and short schedules, it has become imperative that your business has a high success rate, as there is little room for error. With S-Market Strategies coaching program, you can minimize your learning curve and move ahead with confidence, as you will have an experienced resource to consult with when you need it for business and professional development decisions.



The **Services Marketing Coaching Program** includes three phases to assist you in improving your effectiveness. However, the program can also be tailored to your business and personal needs.

### **1. Initial On-site Evaluation**

Working with you initially at your location provides the opportunity to understand your business climate, personal skill level, key objectives and environment as a foundation to build on. This time also allows for relationship building between you (or your team) and the S-Market Strategies coach to help ensure that the program will be effective. The on-site time can also be used to begin developing internal and external marketing plans and budgets.

### **2. Remote Development**

This phase includes regular remote contact in developing and refining the strategies and plans. Depending on the business needs, the remote development phase could also be used to develop marketing tactical materials using the S-Market Strategies creative team or a creative team of your choice.

### **3. On-going Consultation Support**

Once the strategies and tactics have been developed and they are being implemented, we want to make sure nothing stands in your way of success. That's why we include on-going telephone and Email support to discuss your progress and answer your questions.

#### **Typical coaching program activities may include:**

- Evaluation of your current capabilities and staffing
- Determine and define your business assets
- Evaluation of your current strategies and plans
- Evaluation of your current or potential target markets
- Develop research activities
- Develop internal marketing plans
- Develop marketing budget and proposal methods
- Develop business, product or project service marketing plan
- Develop impactful marketing communications materials
- Develop public relations
- Develop marketing, sales or other tools
- Develop implementation plans and metrics