

# The Marketing & Communications Gameplan

**Are your marketing efforts efficient and effective?** Do your marketing stakeholders in sales and marketing work together toward the same outcome? Does everyone in your company understand the goal?

Find out how a two-day facilitated workshop can *align marketing and sales efforts* to target your clients and customers and make marketing matter with a marketing plan that leverages your strengths towards your business goals.

*Make your marketing efforts efficient and effective* by teaching the stakeholders in sales and marketing to work together toward the same outcome.

*Align marketing and sales efforts* to target your clients and customers and make your marketing matter with a marketing plan that leverages your strengths towards your business goals.

## The General Idea:

This two-day facilitated workshop identifies the strengths and challenges you face when launching a new product or service. Your team will work together to achieve the goals outlined by executive stakeholders.

## Topics Include:

- Business & Individual Goal Identification
- Market Challenges
- Success Factors
- Product or Service Life Cycle
- Customer Relations

## Why sign up for the Gameplan?

- You need to **define your audience targets** to refine your activities.
- You're **aligning business and marketing goals**.
- You want to **teach a marketing team key processes** for results orientation.
- You need to **create awareness** between sales and marketing staff to **leverage expertise** for max value.

**Engage The Right Idea to create your strategy to success—call us to learn more!**

**[www.rightidea.net](http://www.rightidea.net)**

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