



MARKETING DEPARTMENT

**HOW DO I
INCREASE
SALES**

BLUMILK.COM



You may be experiencing some of these challenges:

PHILOSOPHICAL PROBLEMS

"I wish my business generated more revenue."

"Why do competitors have a greater share of the market?"

"Is our offer appealing to our audience?"

INTERNAL PROBLEMS

The business doesn't generate enough revenue to grow.

Help is needed to diversify or sell the business.

Shareholders would like more profit.

EXTERNAL PROBLEMS

You aren't at the top of the market place.

It's a struggle to find new customers.

There is lack of awareness of the business.

Regulatory/government compliance is needed to safeguard funding.



We can help you with the following simple steps, which take you through our process, ensuring you the best possible chance of increasing your sales.

1. DISCOVERY SESSION

An initial discovery meeting with you and your team to get to know you as a business and understand what you are trying to achieve.

2. COMPETITOR RESEARCH AND MARKET PLACE ANALYSIS

We will undertake a detailed research phase to analyse your competitors and dig deep into the market place, drawing on our existing industry knowledge.

3. FINDINGS/SUGGESTIONS PRESENTATION AND PROJECT COMMISSIONING

We'll use our findings and come back to you with a plan to outline the best approach for you. If you like what you see we'll draw up the formal paperwork.

4. STRATEGIC PLAN AND SALES STRATEGY

Once we have outlined our initial findings, we'll turn this into a road map, strategy and sales/marketing plan to implement in order to best increase revenue within your business.

5. DEVELOP THE STRATEGY OUTCOME AND REQUIRED COLLATERAL

The specific outcomes and suggestions will be based on the strategy we develop with you. This could be coming up with a new look for one of your product ranges, creating a campaign to attract a new audience or simply tapping into communications channels that you have never tried before.

6. LAUNCH AND REVIEW

This is the final phase where we help you launch your new sales and marketing strategy to the world, constantly analysing and reviewing the success of the developed solution.



**IF YOU REQUIRE
ADVICE OR GUIDANCE
WE CAN HELP.**

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