

Sales & Business Growth Strategy

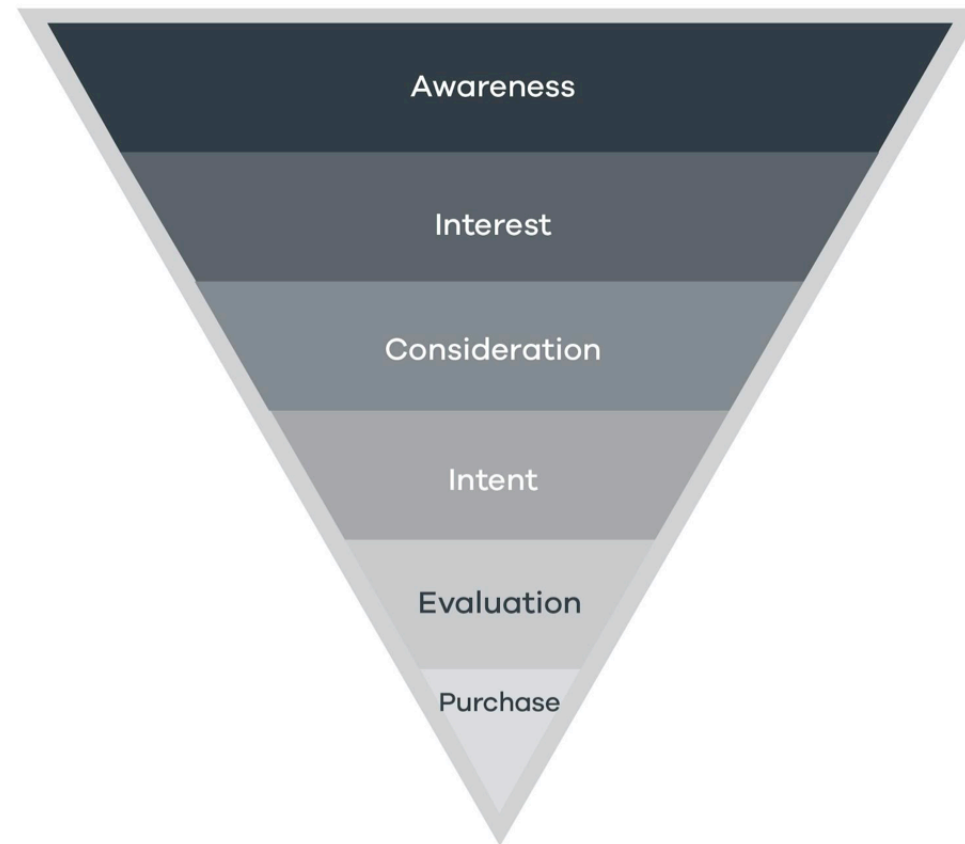


Chak Ng



**Why do you need
investment in
marketing to grow
sales?**

Marketing and Sales Funnel

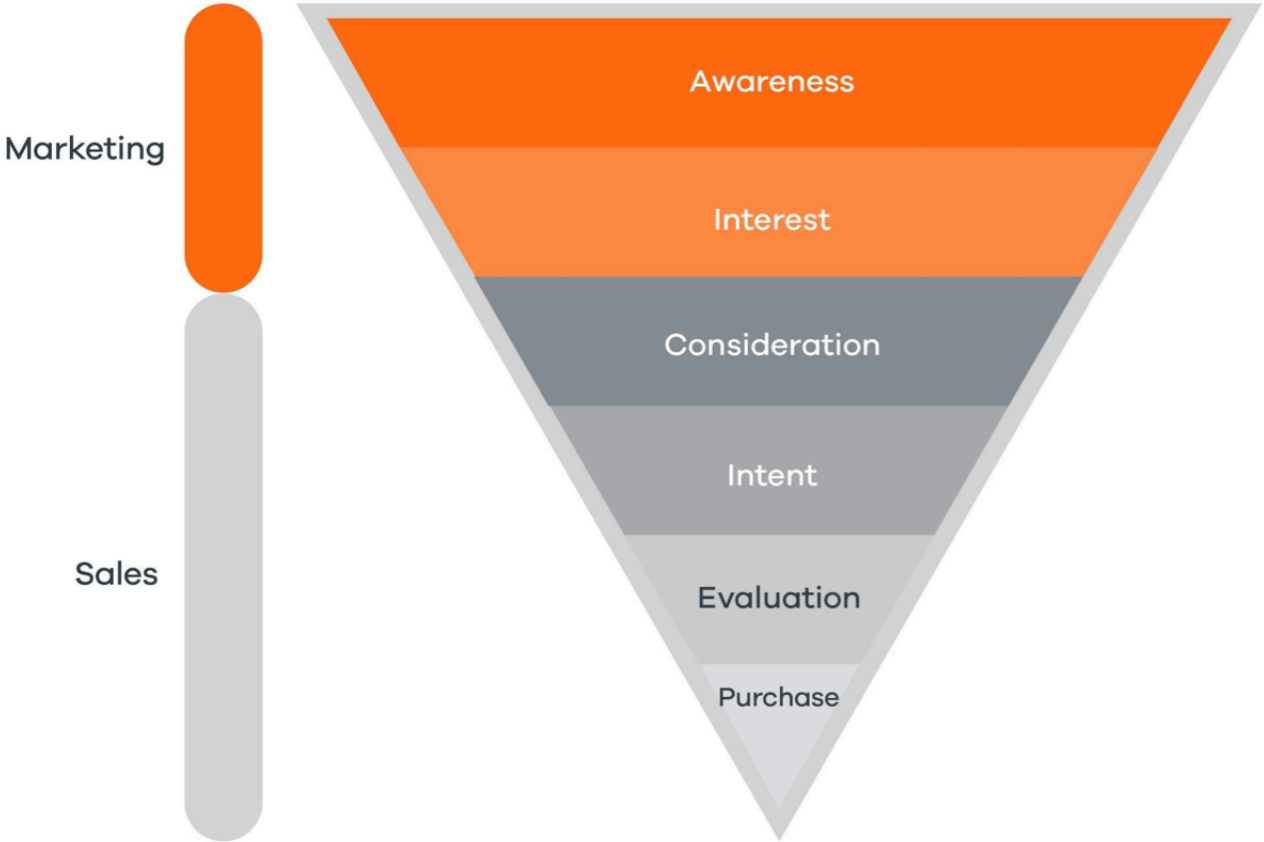


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Marketing and Sales Funnel

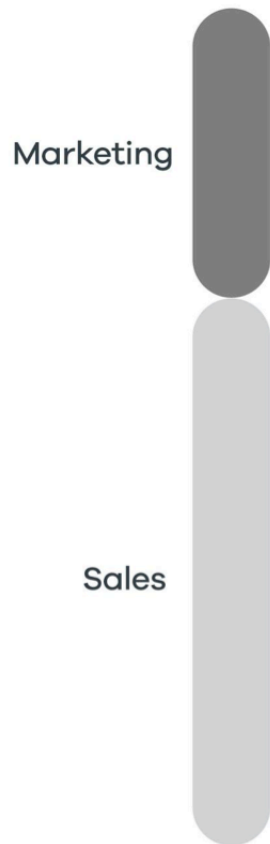
Traditionally



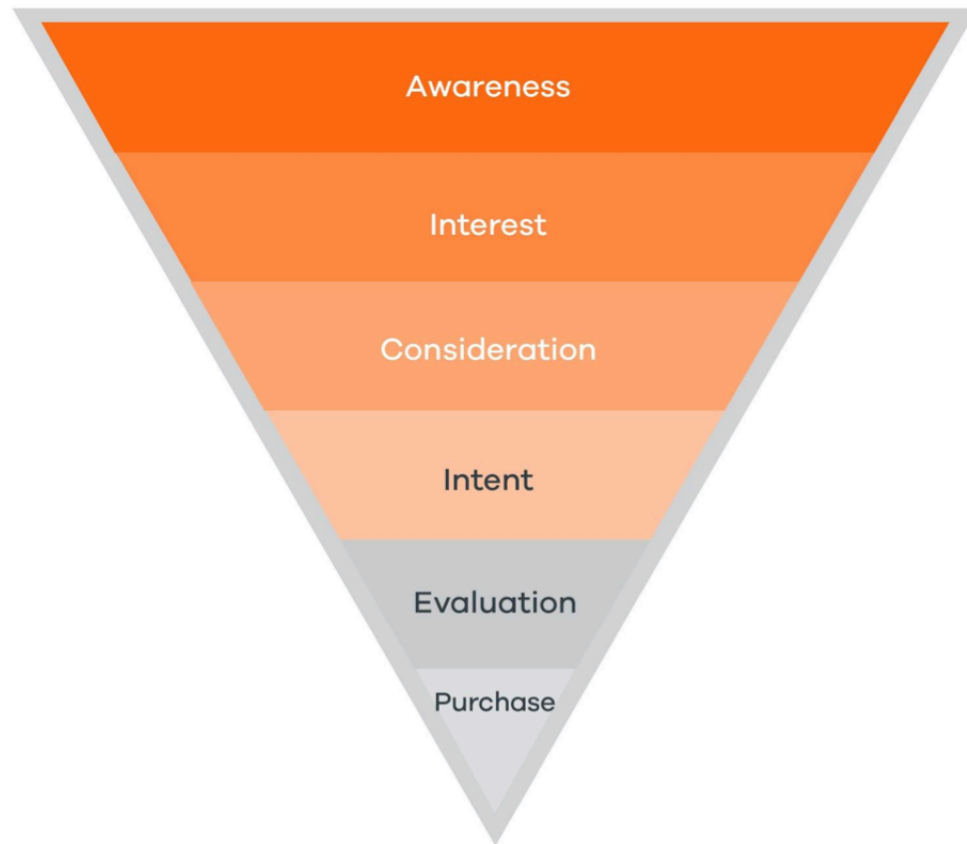
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The New Marketing and Sales Funnel

Traditionally



Now



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**Understand the relationship
between Sales & Marketing**



Number and quality of leads required to hit company revenue goals.



Speed and depth of lead follow-up that makes economic sense

**A typical Sales and
Marketing KPI & ROI
process**



Know your numbers

Calculating the Lifetime Value of a customer



Customers are your most valuable asset.

‘Lifetime Value’ is the true Total Worth of a customer to you!



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Lifetime value of a customer

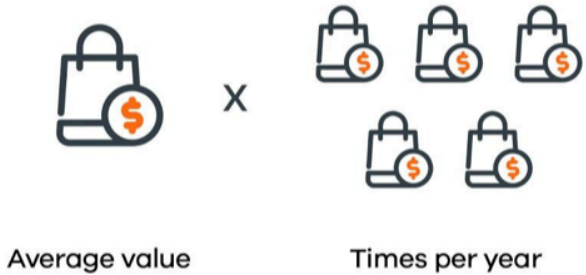


Average value



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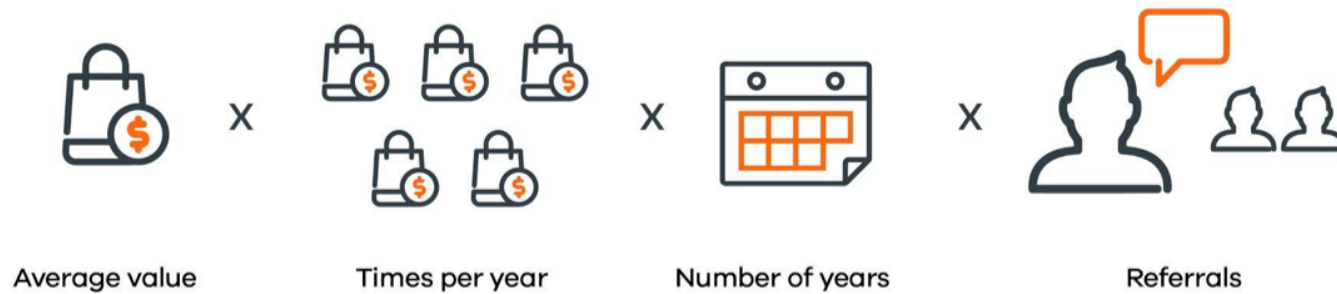
Lifetime value of a customer



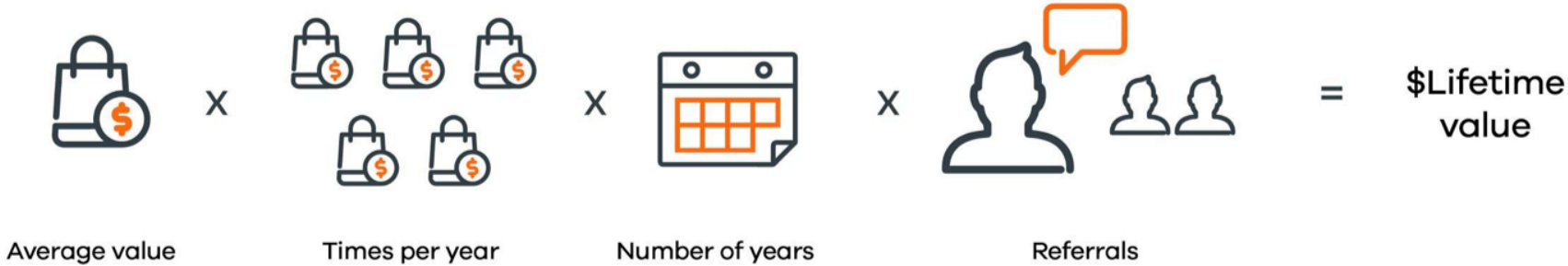
Lifetime value of a customer



Lifetime value of a customer



Lifetime value of a customer



$\$200 \times 5 = \$5000 \times 2 = \$15,000$



How much can you afford to spend to **acquire a new customer**?

How much will you spend to **keep an existing customer**?



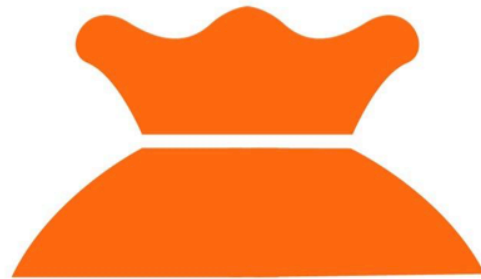
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Example of Sales and Marketing ROI



**Investment
Budget
\$30K**



Strategy



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Strategy

Campaign Management
and Reporting



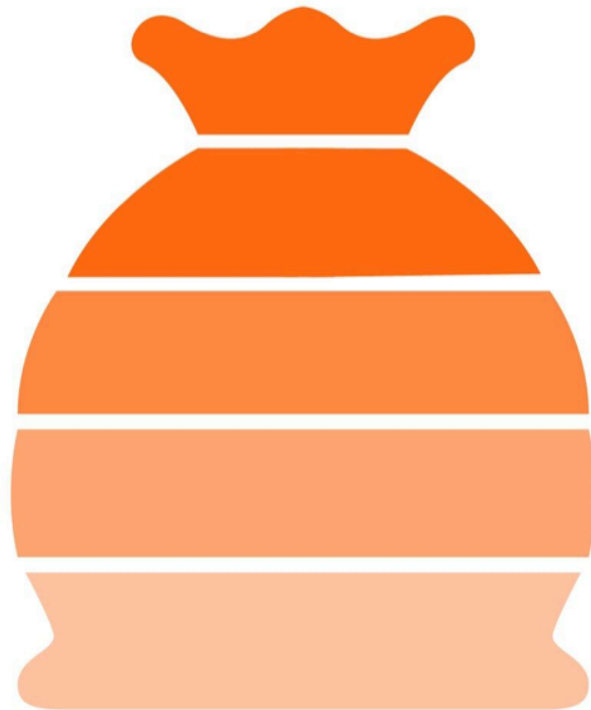
Strategy

Campaign Management
and Reporting

Assets



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Strategy

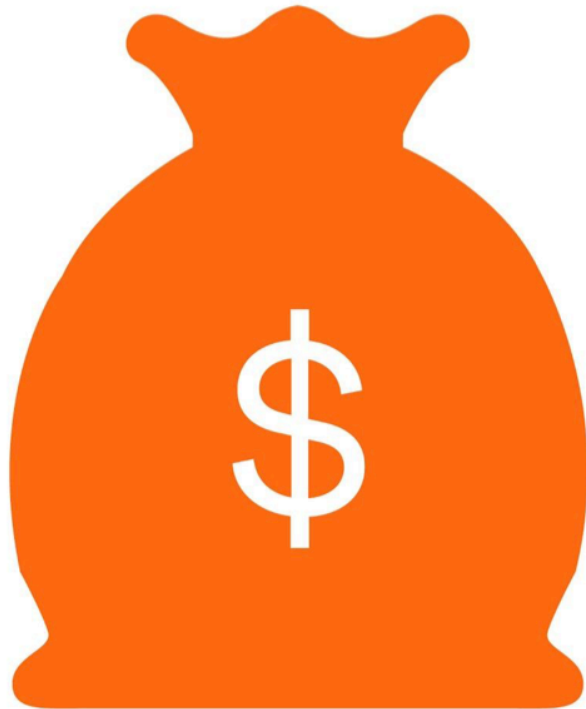
Campaign Management
and Reporting

Assets

Ad spend



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Strategy

Campaign Management
and Reporting

Assets

Ad spend



30K

=



1000% (\$30,000)

**Calculating your
acquisition budget.**

New Businesses 1-5 years



**Lifetime
Value**
\$15,000

X

**10-20%
Projected
Revenue**

95%

=

**Individual
acquisition
budget**

\$2,250

New Businesses 1-5 years



Lifetime Value
\$15,000

X

10-20% Projected Revenue
95%

=

Individual acquisition budget
\$2,250

Established Businesses 5+ years



Lifetime Value
\$15,000

X

6-12% Projected Revenue
9%

=

Individual acquisition budget
\$1,350



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Calculating a marketing budget



50 new clients

X

\$2,250

=



**Investment
Budget**

\$67,500

**4 strategy tips to writing a
business case for
marketing investment.**



WHY:

Know your why and purpose first.

Have a Business Growth Mindset



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WHAT:

You need to take a holistic approach.

Ensure alignment of Sales KPI's and Marketing KPI's towards an agreed ROI.



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HOW:

Shared sales & marketing strategy

Investment on **people, process** and **systems**

Strategic advice, managed sales & marketing and marketing automation.



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WHERE:

Best channels

How much it takes to make an impact

Focus on results



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**5 Key takeaways - Adopt
an investment mindset.**

- Success starts with the **WHY** first, then commitment and investment to follow through.
- Understand the relationship between sales and marketing to integrate and work together.
- Leverage the sales and marketing funnel process to generate a strong ROI.
- Assess your **customer lifetime value** and how to create a budget.
- Investment starts with a good sales and marketing strategy and clarity of your key metrics and numbers