

STRATCO

A D V I S R Y

Sales & Marketing Workshop

## What We Offer...

We support businesses and business owners who are looking to learn more or to develop their sales and marketing strategies including:

- Understanding the importance of having strong and robust strategies in place
- Learning more about the relationship between your sales and marketing functions
- Explore the practicalities and possibilities in implementing your strategic goals and aspirations

**STRATCO**  
ADVISORY

# Sales Strategy

With you we will explore:

- **Why new business is so vital to get right**
- **The Proposition – Nail It**
- **Prepare like your life depends on it**
- **Power to the People – Connect to succeed**
- **Pitch – A Curve Ball**
- **Turn new business into existing business**
- **Do it all over again – change the way you sell**

# Marketing Strategy

Together we will explore:

- Understanding you and your brand
- Standing out from the 'noise'
- What is your 'why' and your aspirations
- Tone and personality in marketing
- Which tools are best for you
- Campaigns and planning



# Who Are We?



Gregg has a career spanning 20 years in the Food & Drink industry working with big blue chip companies and brands, small to medium enterprises and startups. Leading sales teams and driving change through strategy has been at the heart of his career. Starting Stratco Advisory Ltd has enabled him to work with organisations to gain strategic clarity and to sell better across a number of sectors and platforms. Business coaching and mentoring brings about real change and clarity for business owners and is immensely rewarding to be a part of. Collaborating with Adam on marketing allows a vital part of sales strategy to come to life to create solutions and presence in the market.



Adam has been involved in marketing and communications for 25 years and has worked for a broad range of businesses and organisations from public sector to private industry, charities to CICs. Having established his own business in 2016, he now facilitates marketing and social media workshops across the UK both face to face and virtually, advises business owners in a 1-2-1 capacity as well as managing a portfolio of clients. As an associate of Stratco Advisory he works with Gregg in supporting businesses to develop and implement their sales and marketing strategies

**For more information on these workshops or to discuss how Stratco Advisory can support you and your business - email Gregg - [gregg@stratcoadvisory.co.uk](mailto:gregg@stratcoadvisory.co.uk)**