

Kaizen Deliverables

Following is a list of the deliverables you will expect to complete during the Kaizen activity.



Current State Evaluation

Identify your Inside Reality and Outside Perception.

Inside Reality Strengths

Identify the things that truly differentiate your company and that your customers are willing to pay for.

Prospect Hot Buttons

Classify the basic communication ideas that your prospects need to hear by their stages in the Buying Continuum.

Competitive Intelligence

Learn how to acquire and analyze relevant information about your competitors.

Customer Value Survey

Develop a standard for surveying customers to uncover what is important to them when buying what you sell.

SWOT Analysis

Categorize and leverage the Strengths, Weaknesses, Opportunities and Threats for your company and your competitors.

Innovation Exploration

Discover, implement, and plan for new ways to satisfy customers and gain new clients.

Brand Overview

Turn your company mission, vision, values, identity, image and differentiation into brand pillars and a value statement.

Incentive & Information Offers

Identify the things your customers need to know or the things that complement what you sell.

Marketing & Sales ROI

Develop a sustainable system to track the effectiveness of your marketing and sales investments.

Sales Process Map

Document the communication path of your customers from the first time they contact you to the ongoing follow-up communications and marketing.

Sales Plan

Define the plan to include the target account profile, RFP process / selection, sales metrics, daily, weekly, monthly action plans, strategic account profiles, personal selling plans, and revised sales process.

Strategic & Tactical Plan

Outline a Strategic Plan uncovered through the voice of the customer intelligence and set a tactical course for implementation.

Company Ambassadors

Strengthen your image and referral base by empowering each member of the company to serve as an ambassador. Integrate the sales function with the new marketing vision.

Action Plan

Identify who, what, where and when to implement the plan.



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Own These Processes

Create Materials

From Within Your Company



Writer's Workshop

The strategic message created in the marketing Kaizen must be managed in your marketing and sales efforts. You will be able to maximize your strategy by applying it to deliverables produced both internally (your own marketing division) and externally (any outsourced ad agency or creative group). Here are a few of the processes fulfilled in the Writer's Workshop:

Marketing Syntax

An in-depth understanding of this systematized approach allows marketing and sales messages to move a prospect along the Buying Continuum at a more rapid pace.

Kaizen Writing

Strengthen the core team with the confidence and contribution of others in the workshop. This approach allows for richer quality information, faster generation of materials, and a new openness for change throughout the company.

Become 'John Smith'

Learn how to become the prospect in order to write compelling communication. Understand the Voice of The Customer by creating Customer Bills of Rights and Storyboards.

Headline Inventory

Stockpile a resource of hundreds of headlines for use in all marketing and sales communications. These are all done in the workshop with the help of others.

Offers Guide

Identify a list of appropriate Incentive and/or Information Offers to be used in a number of different applications.

Material Creation

Begin writing marketing materials such as Value Proposition Pieces and Lead Generators to take to print.



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