

Resource Management



“Bridging the gap between
Marketing, Sales and Operations”

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Overview



The following concepts have been highly successful when embraced by all levels of the organization.

- The front line workers must feel empowered to request and implement change in the manufacturing process.
- Middle management must feel empowered to alter products to improve manufacturing ability to deliver quality.
- Manufacturing engineers must be empowered to repair or replace existing equipment.
- Management may need to develop customer equipment for proprietary processes.
- Finally, marketing must feel they have a say in requesting product improvements that customers are demanding.
- **The primary goal is to deliver on time, quality products to the customer that meets their needs with the least amount of process waste.**

Marketing Vs. Operations



- **Operations are typically engineering driven**
 - “I wish marketing knew what it takes to make product changes”
 - “I wish I had more lead time to fill orders”
- **Marketing is typically business driven**
 - “I wish engineers understood customers”
 - “They always have some technical excuse”

Marketing Vs. Sales



- **Marketing Programs are Strategic**
 - “I wish management understood we are not sales people”
 - “I wish the phone would ring with more orders”
 - “I wish our customers understood where we add value to them”
- **Sales is typically implementing the Strategy**
 - “I wish our sales team all said the same thing to customers”
 - “They always over promise on what we can deliver”
 - “The salesmen always want to cut our prices”

The Bridge



“Your Value Proposition must be communicated by your front line sales representatives who need to learn how to handle pricing objections.

Resource Management bridges the gap between marketing, Sales and operations by providing a complete solution that has sustainable results. The manufactures, who update their operations and expand their marketing efforts today, will be the market leaders of tomorrow.”

Marketing Strategy

- Full Business Plans
- Marketing Plans
- Feasibility Studies
- Brand Management
- Market Research
- Industry Analysis



Operations

- Operations Plans
- Process Improvement
- Logistics
- TQM
- Change Management
- Organizational Structure

- We create strategic reports that identify the trades offs between direct sales force, versus retail stores, versus manufacturer's representatives. Each segment is subject to have a different preferred sales method. We perform in depth analysis to develop solutions sales training programs and I train our customer's sales force on our findings that include a SWOT analysis, customer segmentation charts with value propositions, action plans, product brand positioning charts and predictions of new product launches. We develop customer briefings, industry analyst briefings for public-speaking forums.
- Our plans include customer loyalty research, market trend research, in-depth product positioning charts, competitive landscape analyses, product market requirements and recommended actions. We perform live competitive product demonstrations that revealed our competitors strengths and weaknesses. We teach and presented value added pricing strategies that result in new product innovations and create a sustainable product line going into the future.

Let's Get Started



- Our recent projects have included a variety of industries. We specialize in monitoring of performance of the client's existing products through all stages of the product life cycle. We specialize in developing cross-functional teams that summarize the "voice of the customer" in reports that are utilized by our client's management to develop new products and manufacturing processes that improve product quality. Our action plans typically include project justification, timelines for implementation, resource requirements including capital and recommended actions that capture additional market share.
- We develop product position charts with Price versus Feature. We perform market share analysis, research customer perception and test product performance. We determine our client's product strengths and competitive product weaknesses. We use these findings to develop compelling industry specific sales propositions and product application recommendations that give our clients a competitive edge.
- We also analyze the best way to enter into new markets and segments. We make reports that identify the trades offs between direct sales force, versus retail stores, versus manufacturer's representatives. Each segment is subject to have a different preferred sales channel. We do further analysis to develop sales force training programs and train your sales force on our findings.

Let's Get Started



**This is only an intro to
The Services We Can Provide.**

This program is customized for each client on location and may include custom market research and some sales training.