

The Marketing Team

Many companies make the mistake of detaching the marketing and sales functions and creating a silo syndrome where marketing has no idea what is going on in the field. In fact what needs to happen is for marketing to take some responsibility for the effectiveness of the whole sales process from desktop to doorstep.

Marketing and sales must work together to create the most effective platform for commercial success. The danger is that marketing 'gurus' in ivory towers create beautifully crafted campaigns that have no tangible impact upon the sales effectiveness of the company. A short term gain in company or product awareness often does not translate into longer term sales success.

By combining marketing and sales experience, Rowan has delivered strategic, operational and tactical solutions that have positively affected marketing outcomes and top-line performance.

Check out our consultant profiles to see what we've done in the past.

Below are some of the key challenges common to businesses that need to improve their marketing performance.

Your Challenge Rowan Experience

I can't resource the change needed to get our sales on track

Rowan has experienced consultants who have worked across most sectors and all marketing disciplines. They're not just project managers, they're experienced in improving marketing & commercial performance.

We need to ensure that our marketing messages are focused and relevant to customer problems and needs

Messaging that resonates with the target audience is of paramount importance and will dictate the success, or failure, of any sales effort. We have helped clients develop messaging platforms that hit the right note with sales and customers alike.

We need to ensure that our segmentation and sales channels are matched with the problems and needs that we address for customers

We've helped many clients analyse and validate their market segmentation and channel strategy so that the best results are achieved and your Go-to-Market plan delivers results.

We need to ensure our salespeople are prepared and have the awareness and tools they need

Truly effective sales processes occur only when the link between marketing and sales is seamless. As a published thought leader in this topic, Rowan helps clients get the right sales tools in place so that salespeople can sell.

We need to ensure that our marketing communications and sales tools are consistent and aligned with our core marketing messages

Sometimes being too close means you can't see the wood from the trees. By casting an expert, independent eye over

your different communications tools, Rowan will help you get everything consistent and on-message.

We'd love to hear from you to discuss your needs and help make sure your marketing is working as effectively as possible, and the deals that are coming through the door are the best deals for the company.