



SALES AND MARKETING

A comprehensive suite of tools to help you address the all-important question: "How do we create customers and sell our products to them?"

By drawing on our decades of expertise and unparalleled experience as emerging markets specialists, Ipsos consultants will work directly with your team to develop customised solutions that are tailored to your specific needs and goals.

Ipsos Business Consulting

Build · Compete · Grow

The challenges in today's business environment continues to evolve, with your Sales and Marketing leaders playing a critical role in anticipating and responding to the customers changing needs as well as new competitive threats and advancement in innovation and technologies.

WE HELP YOU

FORMULATE

ACTION-ORIENTATED PLANS TO DRIVE SUCCESSFUL SALES AND MARKETING CAMPAIGNS AND STRATEGIES

SALES AND MARKETING



OPTIMAL CHANNEL STRATEGY



B2B CUSTOMER SEGMENTATION



BRAND VALUE CREATOR (BVC)



PRICING



SALES DETECTOR

Leveraging the knowledge and expertise of emerging and developed markets that we have built up over the last 20 years, our consultants will work closely with your leadership to generate intelligence and insights that will help you formulate action-orientated plans to drive successful sales and marketing campaigns and strategies.

Our suite of solutions designed specifically for sales and marketing leaders include:

1) OPTIMAL CHANNEL STRATEGY

One of the biggest challenges when entering new and emerging markets is to

accurately define the right sales channels that will deliver the desired growth through reaching the right customer segments. The Ipsos Model for Channel Strategy in Emerging Markets takes into account 20 years of emerging market expertise

2) B2B CUSTOMER SEGMENTATION

A comprehensive three step approach to segmentation starting with the analysis of the market dynamics and concluding with an implementation review

3) BRAND VALUE CREATOR (BVC)

This market leading tool from Ipsos reflects the fundamental way businesses behave when it comes to decisions of which supplier to use

4) PRICING

Lets you know what price your B2B customers are willing to pay, and the impact that changes in price point will have on demand allows your company to devise pricing strategies that deliver immediate profit

5) SALES DETECTOR

Drawing upon our expertise in helping B2B companies go deeper and see further, Sales Detector provides actionable solutions that help our clients improve the real-world effectiveness of their sales force by focusing on five key areas

FIND OUT MORE ONLINE

With over 20 years of experience and consulting hubs in 18 countries on five continents, Ipsos Business Consulting is the specialist global business unit of Ipsos that is focused on strategic consulting. We offer our clients the knowledge, insight and guidance they need to pursue their growth plans with confidence. Ipsos Business Consulting works with a wide variety of multinational, regional and local clients as they seek to build, compete and grow in both developed and emerging markets.

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