

TRUE SALES AND MARKETING STRATEGISTS

Marketing Strategy Implementation

By Edmund Bradford, Director of Malcolm McDonald Consulting Ltd and
Contributor to www.malcolm-mcdonald.com

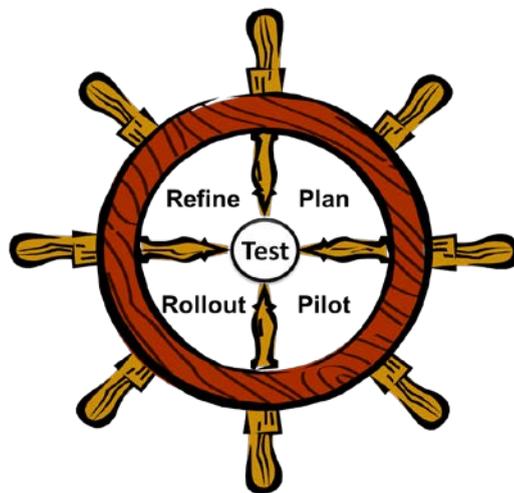
I worked closely with Edmund and Malcolm for several years. Together, we took the idea of world-class marketing in a complex global organization from theory to reality. Their ability to think strategically and act practically is outstanding.

Former VP Strategic Marketing

Global engineering company

Billions of Dollars are lost every year from marketing plans that fail to get implemented properly. The risks around implementation are high and the challenges are many. To help overcome them, good marketing leaders need new knowledge, skills and tools. Our simple marketing navigation system, based on fresh research, new technology, and decades of implementation experience, will help to ensure that your strategic plan identifies the implementation risks and remains on course to deliver its targets. This will help release significant profits for the business and ensure it continues its journey to success.

Implementing a marketing plan is one of the most perilous journeys that anyone can undertake. Our research suggests that over 60% of marketing plans fail to achieve their targets. Overall, there is more chance a marketing plan will fail than succeed. The cost of this failure is high, with our research again suggesting that 13% of targeted profits are lost through the implementation step.



Our approach, published in our book, *Marketing Navigation*, breaks implementation down into four key steps: Plan, Pilot, Rollout and Refine. Each step requires careful testing to ensure final implementation success.

Our expertise in helping organizations write great marketing plans coupled with our practical experience in helping companies implement them gives us a strong capability to help companies understand and implement their market strategy successfully

At Parker Hannifin, this approach was used to implement a comprehensive go-to-market process across its eight global groups, comprising over 150 worldwide divisions. This resulted in over 230 growth projects being defined and captured.

We also use a marketing simulation to help you develop better implementation skills by practicing strategy and implementation in a safe environment.

We start with at least a half day briefing with the key members of the implementation team. This will help achieve alignment around the objectives and fully understand the risks ahead. From there, we work closely with the organization to mitigate the risks and carefully implement the plan.

All facts and figures in this publication are presented in good faith and on the basis of information before us at the time of writing.

About Malcolm McDonald Consulting

The fees for the workshop, subsequent coaching sessions, marketing simulation and consulting support would reflect the time and effort required for customisation and pre planning work. Engagement of our team of consultants with client organizations usually results in an increase in net profits of up to 10%.

Two Action Points:

Ask your colleagues if they know how much of their planned marketing profits are lost through poor implementation. What would they say are the causes of this leakage?

- ✓ Action: Take our **free** online survey to help you diagnose your implementation issues and their impact. See <http://tinyurl.com/hl8hvsh>

Assess the complexity of these causes and consider what sort of support you might need.

- ✓ Action: Meet Edmund Bradford (ed.bradford@malcolm-mcdonald.com) to discuss your implementation issues; agree best course of action and the resources needed to work with us.

About Malcolm McDonald Consulting

Malcolm McDonald Consulting Ltd. is a strategic sales and marketing consulting business. With our end-to-end interactions, from Board level to internal project team, we help companies create value through getting the fundamentals right in strategic sales and marketing, all within budget and the agreed deadline.

Professor McDonald and his team of consultants work with the boards and internal teams of executives from a number of the world's leading multi-nationals on all continents.

Malcolm McDonald is Emeritus Professor of Marketing at Cranfield University, and Visiting Professor at Henley, Warwick, Aston and Bradford Business Schools. He authored over 40 books on marketing and key account management. Coming from a background in business which included a number of years as Marketing Director of Canada Dry, Malcolm has successfully maintained a close link between academic rigour and commercial application. He has consulted to major companies from the UK, Europe, USA, Far East, South-East Asia, and Africa, in the areas of strategic marketing and marketing planning, market segmentation, key account management, international marketing and marketing accountability.



The Management Team

Professor Malcolm McDonald	Chairman
Dr. Florin Vladica	Managing Director
Edmund Bradford	Director

Contact Us

Malcolm McDonald Consulting Ltd.
7 The Courtyard, Wootton Business Park, Wootton Waven, Warwickshire, B95 6HJ, UK
Email: enquiries@malcolm-mcdonald.com
Web: www.malcolm-mcdonald.com

