



# Strategically Aligning and Focusing your Management Team

Hugh C Kelly

CEO Associated Marketing Ltd.

May 2018



# SELF-BELIEF

a pre-requisite to success

## Lianhua Supermarket, Hangzhou





# VISION

a pre-requisite to success

# ALLOCATE TIME “TO THINK”





# ALIGN YOUR TEAM

NATIONAL  
**SALES &  
MARKETING**  
SUMMIT **2018**

RDS, DUBLIN, 30<sup>th</sup> of May 2018

Associated   
Marketing  
Your Export Partners





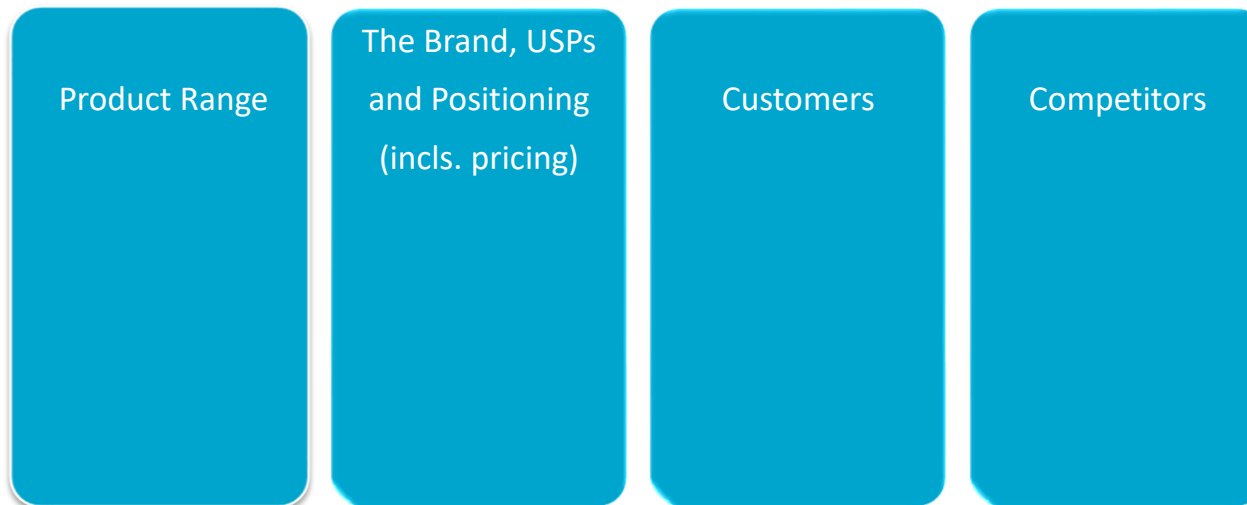


**Lean Business Model Canvas**

**Model Name:**

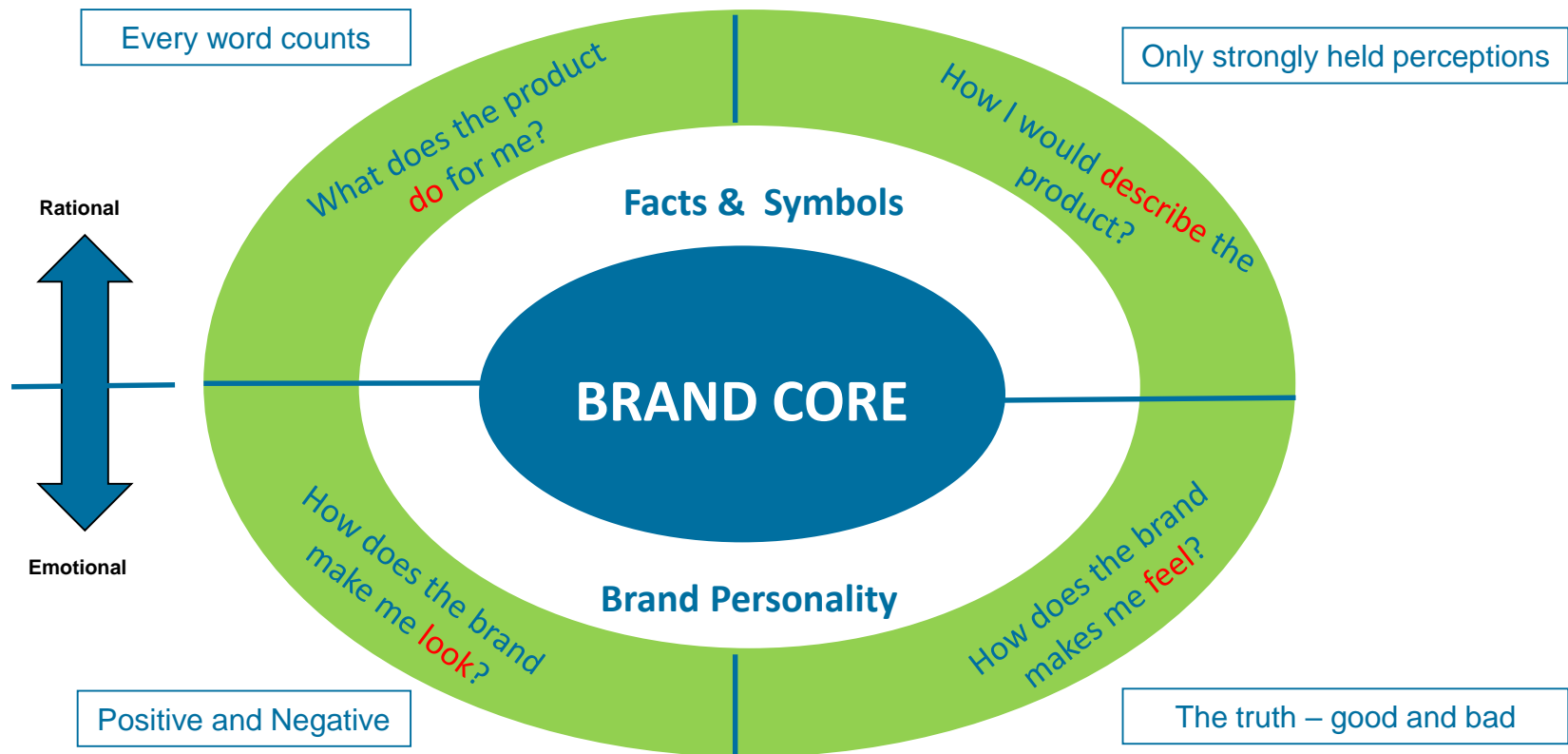
<p><b>Problem</b> Top 3 problems</p>	<p><b>Solution</b> Top 3 features</p>	<p><b>Unique Value Proposition</b> Single, clear, compelling message that states why are you are different and worth buying</p>	<p><b>Unfair Advantage</b> Can't be easily copied or bought</p>	<p><b>Customer Segments</b> Target customers</p>
	<p><b>Key Metrics</b> Key activities you measure</p>		<p><b>Channels</b> Paths to customers</p>	
<p><b>Cost Structure</b> Customer acquisition costs Distribution costs Hosting People, etc</p>		<p><b>Revenue Streams</b> Revenue model Lifetime value Revenue Gross margin</p>		

## What Understandings are Captured in a Compelling Value Proposition



# Brand Wheel of Essence

A record of the key facts and feelings in your customers (and employees) minds:

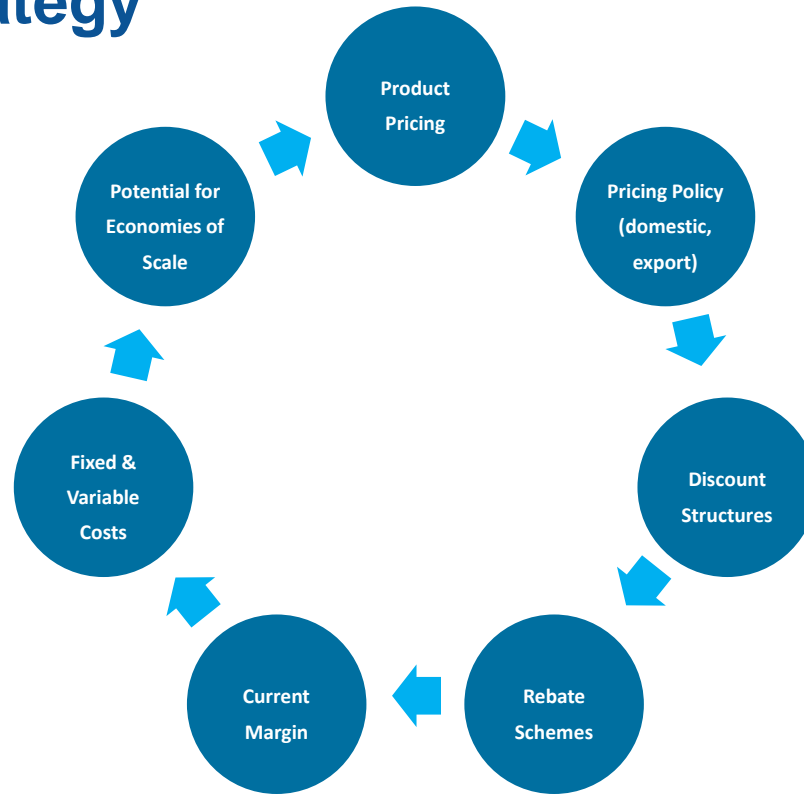




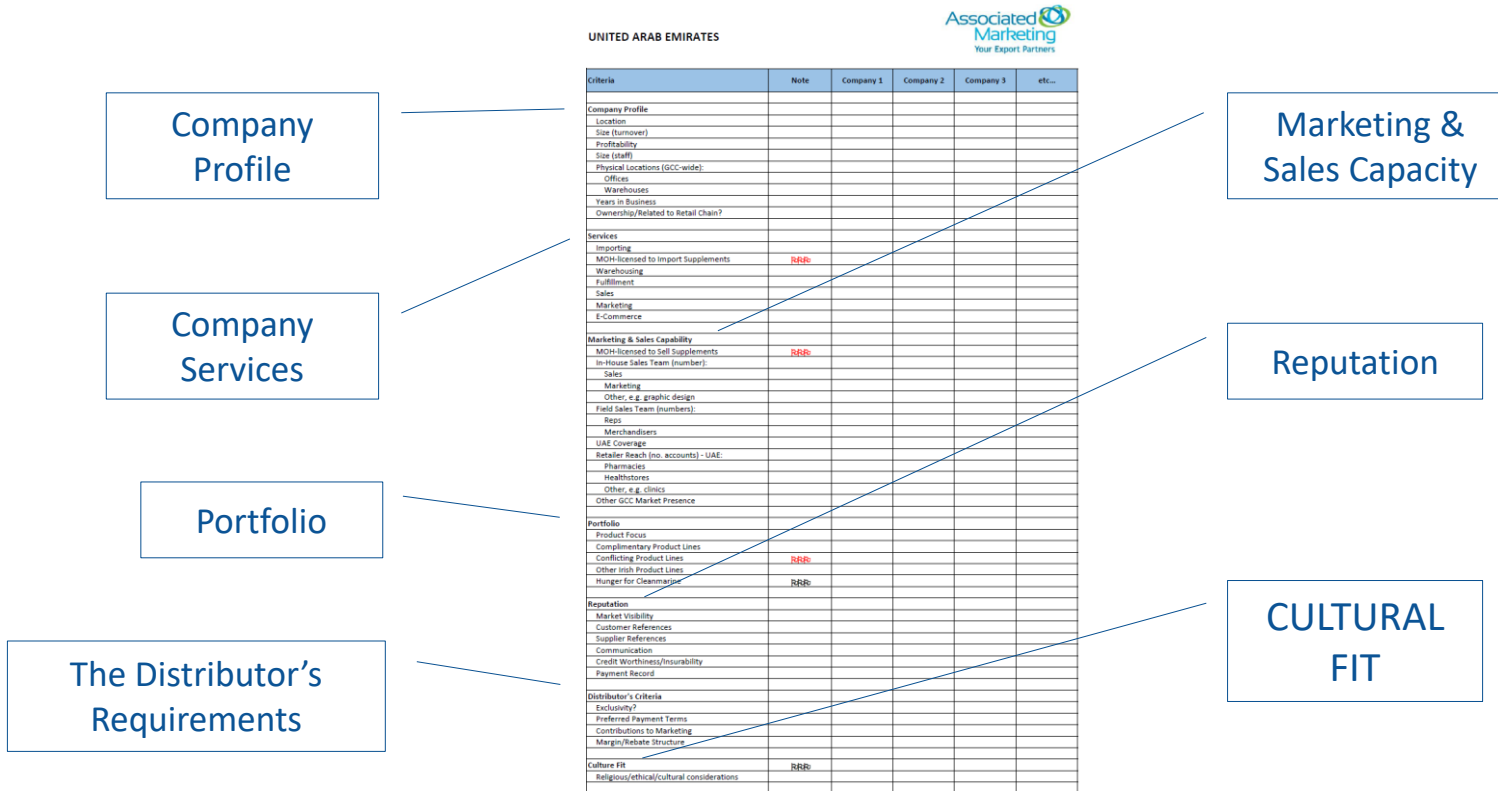
## The Dynamic Nature of Competition



# Formulating Pricing Strategy



## A Partner Evaluation Tool





# Thank you

Contact details:

Hugh Kelly, CEO

Associated Marketing Ltd.

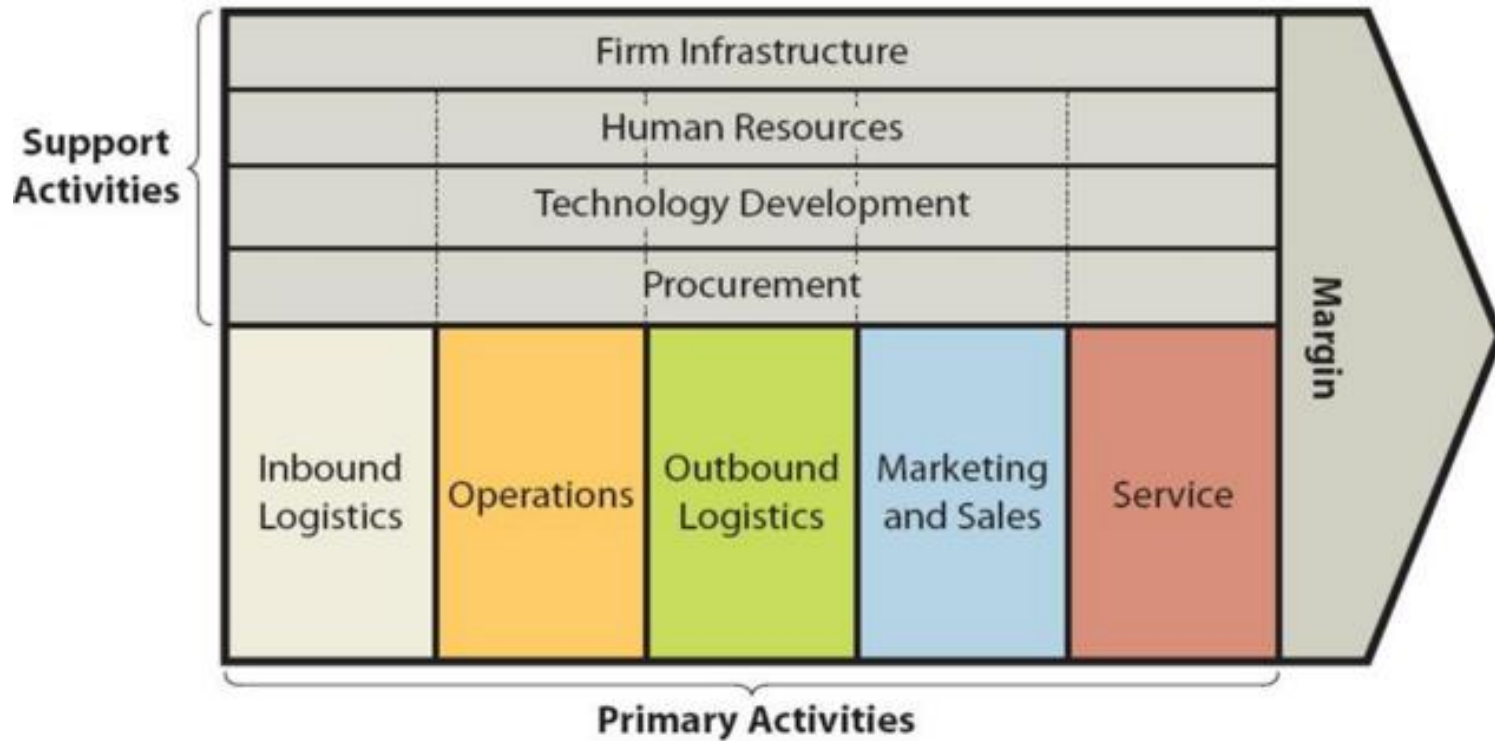
Mob.: 086 8227899

E-mail: [hkelly@associatedmarketingltd.com](mailto:hkelly@associatedmarketingltd.com)

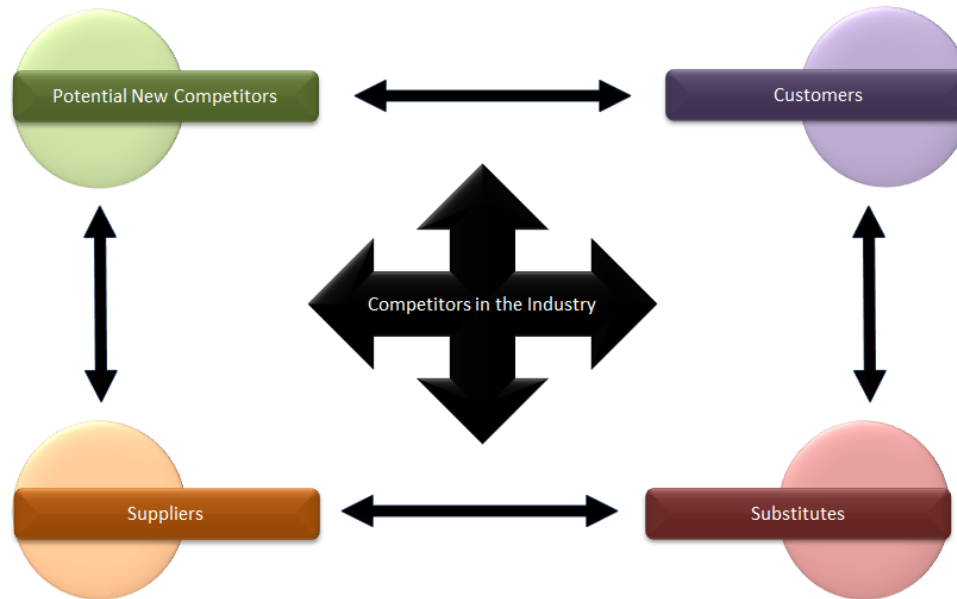
Website: [www.associatedmarketingltd.com](http://www.associatedmarketingltd.com)



## Porter's Value Chain

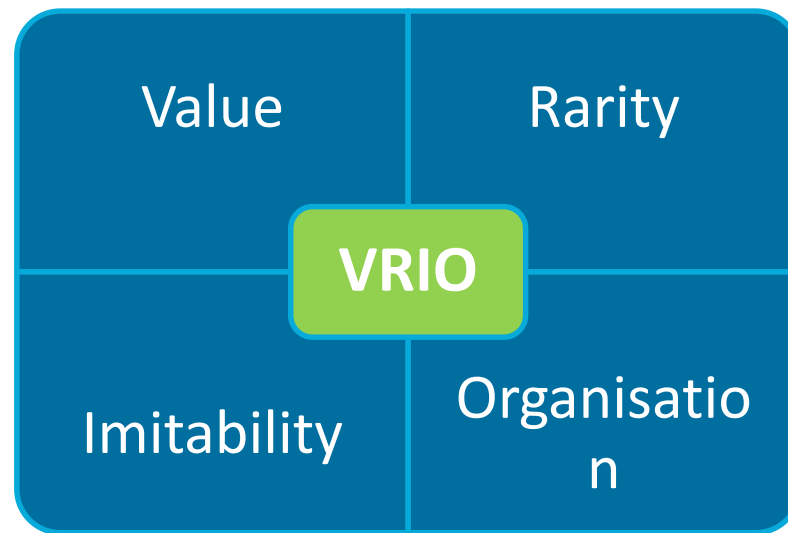


## Porters 5 Forces



Industry Based Considerations

# VRIO



Resources / Capabilities Based Considerations