



**Scorpio Connect...** can provide a comprehensive range of strategic planning and business consultancy services that can help your organisation thrive and exceed your expectations.

We work with clients on strategic planning, business development and problem solving – helping them to develop their business skills and knowledge, particularly across the whole area of bringing products and services to market.

Such topics range from designing a business model or marketing plan, to determining which marketing techniques to use and how to use them.

We work closely with our clients on how to plan and implement projects. We give advice, teach skills, impart knowledge and brainstorm with clients to produce practical results and enhance strategic thinking.

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Whether you are in **Transformation, Turnaround or Commercialisation** mode, we have a comprehensive range of Commercial Development Services and Solutions that can help you to meet your goals and objectives.

**Understanding your Market...** is the 'key' to knowing your customers, their needs and their requirements... and how you can fulfil these.

It's about achieving your strategic outcomes and still delivering quality services that are customer focused and **'Value for Money'**.

**Developing your USP's...** is essential. If you don't have any... how can you expect to be competitive?

**Finding new markets, driving down costs and eradicating inefficiencies...** is more critical than ever in today's increasingly competitive marketplace.

Would you agree?



**A Clear Vision,  
Structure and  
Purpose**

A mission to build a culture of high performance.

To inspire people and support the delivery of your strategic objectives.

**Any successful Commercial Business Strategy must be focused around one principal entity – your customers!**

*Developing project plans, implementing programme and 'change' strategies and keeping everything 'on track'...* is essential to achieving target goals and timescale objectives.

### How can we help?

With our extensive experience in the field of business operations, our services include:

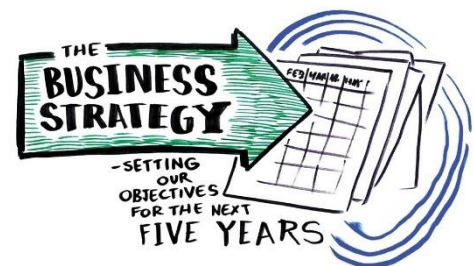
- Management Consultancy
- Transformation & Digital Strategy
- Strategic Business Planning & Development
- Business Operations
- Sales and Marketing
- Communications Strategies
- Performance Measurement
- Project Management
- Change Management
- Leadership Development and Line Management
- Relationship Management
- IT Planning
- Resource Planning

### Business Strategy

Regardless of your size, every business needs a plan - a strategy that defines your vision, your goals and objectives and how you are going to reach them. But having a business strategy will allow you to take your business to the next level.

Does a business strategy have to be complicated? Not at all! Some business plans can fit on just three sheets of paper - but we work with clients to help define a business strategy which will help to:

- Clarify your vision
- Explore the right business model for your business
- Brainstorm on new products and services
- Assess resource levels and infrastructure requirements



- Craft long-term and short-term goals
- Set your revenue and expense model
- Scope out the competition

## Marketing Strategy

We work with clients to develop an integrated and cohesive marketing plan which allows each marketing technique to support the others - thereby creating a synergy of branding and growth for your business.



Such a marketing strategy will help you to:

- Determine if there is a realistic (and profitable) market for your products and services
- Define long-term and short-term marketing goals
- Define marketing campaigns
- Create marketing strategies
- Select powerful marketing techniques that will showcase your products and services
- Choose a brand and image that truly reflects your business
- Design marketing materials
- Design Internet / social media marketing strategies
- Track marketing results to determine the strongest techniques

## Sales Strategy

Trying to sell your product or service without having any formal strategy or plan of how you intend to go about this and consequently having an unplanned approach will certainly yield far poorer results and is more than likely to fail than if you had adopted a strategic approach to your overall marketing and sales campaigns.



It's all about following a process.

A sales strategy consists of a plan that positions your organisation's brand or product or service to gain a competitive advantage. Successful strategies will help your sales people focus on target market customers and communicate with them in the most relevant, meaningful and productive ways.

Sales people within your organisation need to know how your products or services can solve customer problems and satisfy a customer need. A successful sales strategy will convey this properly so that they spend time targeting the correct customers, in the right way and at the right time.

And just as importantly, sales people need to know where they shouldn't be spending their time i.e.: with customers who don't have a need to buy, are only information gathering or indeed are just time wasters. This comes down to effective sales account planning.

Developing the right sales strategy will help you to:

- Target better qualified suspects and prospects
- Produce detailed realistic and achievable business forecasts
- Develop quality sales account planning methodologies
- Assess your 'real' resource requirements
- Right skills, right place
- More effective time management
- Conduct performance assessments
- Help to develop the 'right' business, not the 'wrong' business

## Internet Marketing

We work with clients to help them define their online marketing strategy and create a cohesive, integrated plan which can include:

- Planning for a new website or a face-lift for an existing site
- Determining why your website is not bringing in business
- Discussing the use of SEO and other marketing techniques
- Determining where social media fits into your internet marketing mix



*To find out more, please just call or email us. If you have a particular requirement, we will always be happy to provide you with an informal, no-cost, no-commitment consultation.*

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**Scorpio Connect Ltd.**

North Hill Forest Cottage, Silverbridge, Garve, Ross-Shire, IV23 2PG  
07795 107418 / [info@scorpioconnect.com](mailto:info@scorpioconnect.com) / [www.scorpioconnect.com](http://www.scorpioconnect.com)

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