



Business & People Catalysts

Marketing, Sales, BD & CRM Advisory & Facilitation Services

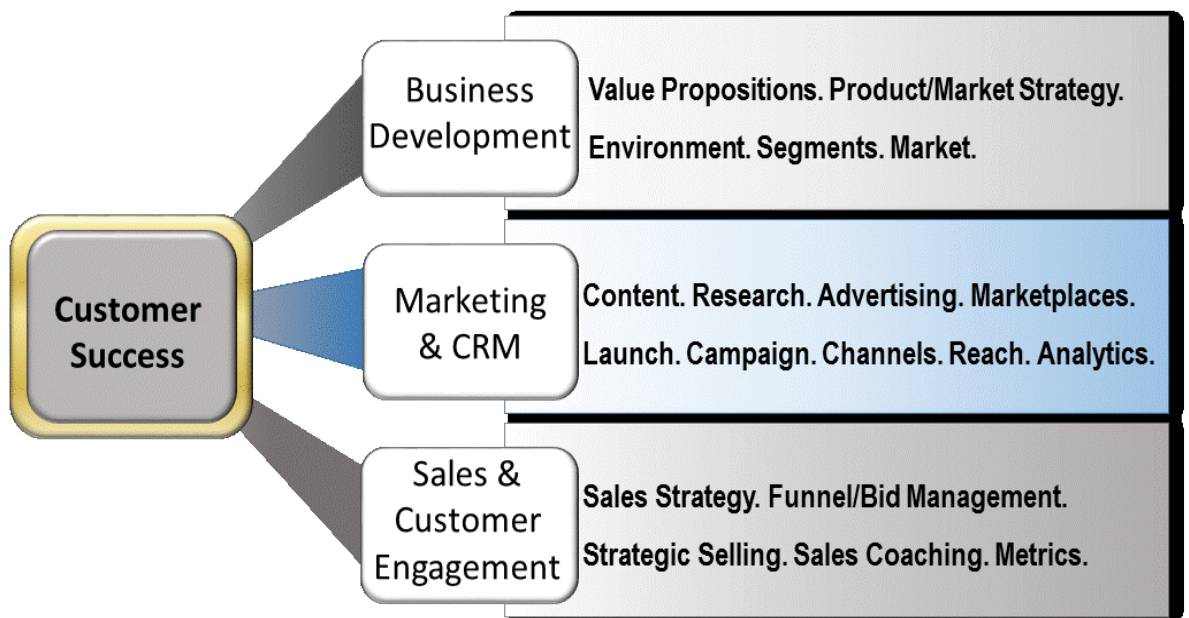
Content. Channels. Reach. Brand.

We provide a set of curated services to help you take products and brands to market, develop marketing & sales processes and engage efficiently with market stakeholders. We also co-manage your marketing, channel & inside sales programs and help you achieve a credible funnel for your sales teams to convert.

Services provided by
Marketing, Sales & CRM Practice

Strategic Interventions India P Ltd

www.strategicin.org
since 2003



Business development, Marketing and Sales are connected across the organization through various levels of hierarchy. We provide a range of interventions in the areas highlighted above to help organizations to identify an gaps in strategy, execution, systems, structure, process, people skills and also help complement / validate your process controls and reviews with our specialized range of functional and business audits.

We provide you an ecosystem of services and partners for these three critical functional areas so that you can focus on your core strategy, product creation and realization & broader stakeholder engagement.

Benefits

- Get an external perspective through specific research
 - Selectively activate programs, channels and brands
 - Work on innovative and creative ideas for the market
- Optimize ROI on sales, marketing and business development efforts
 - Monitor and audit key metrics

Outcomes

- Professional bespoke research and market insights
 - Time boxed market/product/consumer testing
 - Channel and demand efficiency
- Ongoing monitoring of pipeline quality



Engagement approach

Business Development, Marketing, Sales, CRM and Customer care and disciplined process driven activities that keep changing owing to the continuous disruption of the market. This requires regular learning & un-learning of strategies and tactics and quickly adapting to the market needs and demand – we have designed our engagement models to complement this.

Engagement formats -

- Validation of Annual Strategy for Products, Markets, Customers & Marketplaces
- Co managed marketing programs – content, activation, launch/re-launch
- Co managed sales programs – campaigns, inside sales, channel activation
- Ecosystem supply chain – advertising, branding, media, social media, technology
- Research services – primary and secondary
- Marketing, Sales & Consumer audits
- Technology and automation for sales & marketing

Team

Our Leadership team has extensive marketing & sales expertise and proven advisory credentials with various organizations.

Select client references

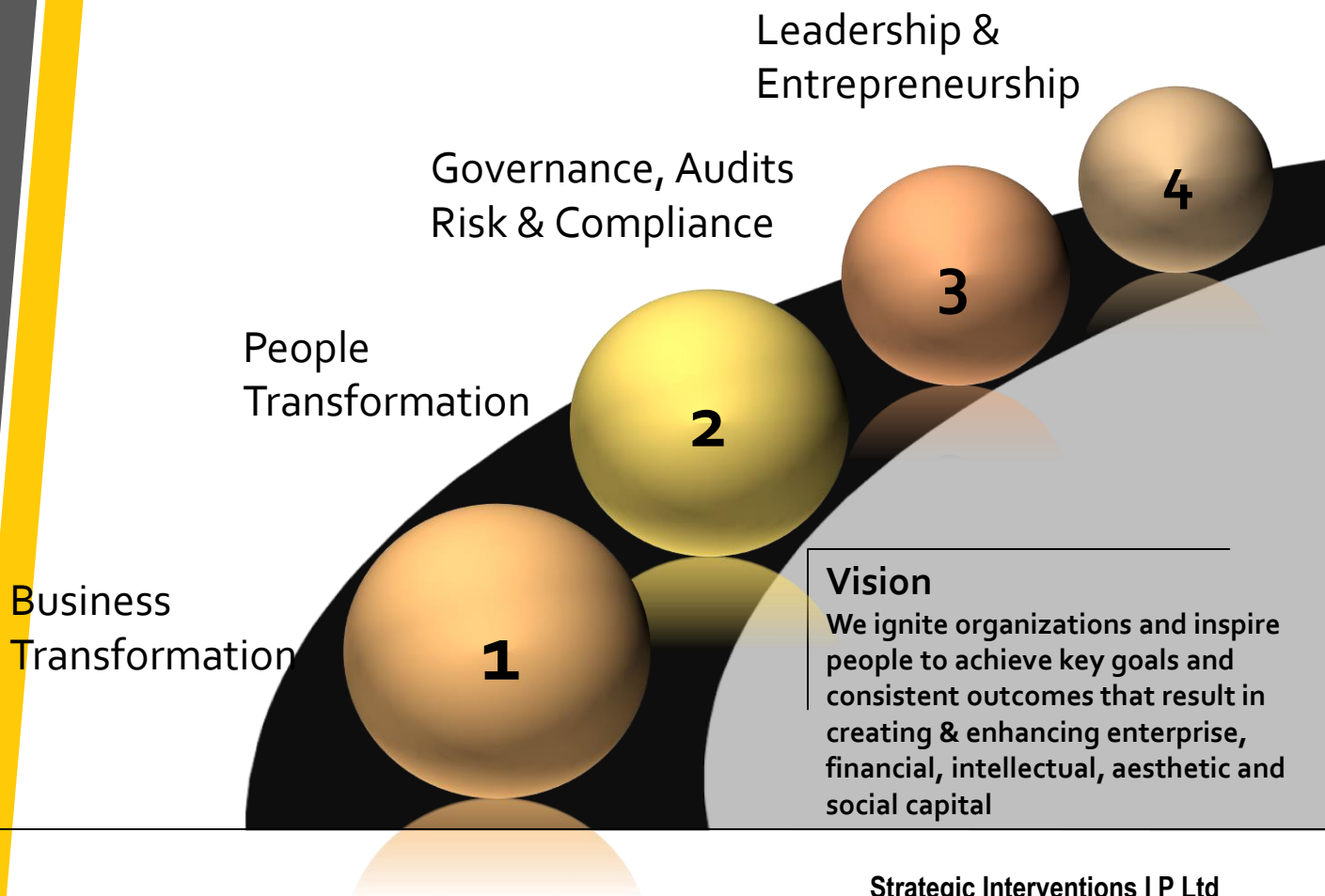
Shoppers Stop, Oracle, SAP, Aditya Birla Nuvo Ltd, Lifestyle, Garuda Mall, Future Group, Crossword, Max, VF Brands, Team Lease, Rinac India Ltd, Hummingbird, Doux Dentistry, Elbit, Globarena, Megamart

About us

Strategic Interventions India P Ltd is a boutique advisory firm that facilitates business and people transformation. Some of the areas we specialize in include Strategy, Growth, Change, Innovation, Marketing, Sales, Compliance, Governance, Risk, Audits & Assessments and Technology.

Since inception we have advised more than 175 clients across various industry and functional verticals. Our team is multi disciplinary and offers a range of interventions, tools and frameworks that are contemporary and intuitive to use.

Tattva Q Life Labs is our people transformation program that offers coaching, mentoring and people engagement programs. MSTQ Human Development Foundation is our trust that focuses on CSR programs in the People and Education space.



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Tattva-Q Life Labs

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MSTQ Human Development Foundation

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