



Strategic Planning – Case Study: Marketing Excellence Program

Client Situation

Client wanted to maximize and sustain profitable growth from an increasingly diverse product portfolio

→ Success would be based on marketing superiority and flawless execution

Key Issues

- Ad-hoc strategic planning process
- Lack of a shared marketing principles, language and supporting tools for strategy development and field force implementation
- Organizational misalignment, e.g. Marketing & Sales/Medical, HQ/Affiliate
- Broad range of competencies and ineffective training

What We Brought to the Project

- Diagnosis of situation and development of shared marketing philosophy and principles
- Design of marketing approach & tools based on existing best practices
- Design of integrated annual strategic planning process and supporting templates with alignment of sales, marketing and medical
- Support in implementation by updating competency model, design and delivery of training and coaching

Results

- New marketing approach was embedded
- New blockbuster product launched successfully
- All brands outperformed budget in the year of roll-out