

# SWIM<sup>®</sup>

## Strategy With Implementation and Measurement<sup>®</sup>

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# Improving Sales and Marketing Performance

## to Generate Sales Growth and Profit



Consulting



Marketing



Creative

# SWIM<sup>®</sup>

## Strategy With Implementation and Measurement<sup>®</sup>

### The SWIM<sup>®</sup> Concept

SWIM<sup>®</sup> comprises four fundamental components:

- 1 Strategy
- 2 Implementation
- 3 Measurement
- 4 The silent “AND”

There are countless marketing and sales tools available. But for them to be truly useful, they need to be organized under the umbrella of a strategy. Also, their performance must be measured in order to maximize the return on investment to the business. It's the silent “AND” which pulls these core SWIM<sup>®</sup> elements together.

Starting with the end in mind, let's look at each **SWIM<sup>®</sup>** element in turn...



## Measurement

The most obvious measurements for any business are sales, gross profit, net profit, and return on investment. There are many financial ratios and key performance indicators (KPIs) which are well established in the areas of accounting and finance. However, it is not quite so clear-cut measuring the effectiveness of a sales and marketing plan, the individual programs within that plan, and the performance of the people executing those plans.



Digital marketing, CRM systems, and marketing automation tools provide mechanisms to gather data and generate reports. Interpreting this information in order to improve the performance of the programs and drive results to both top and bottom line financial performance requires the “AND”.

The **SWIM**<sup>®</sup> dashboard establishes the key performance indicators for sales and marketing and other operations processes in an easy-to-read format. It demonstrates progression towards the established financial goals and objectives, and directly ties back to the overall success of the business.

By selecting and measuring the right KPIs, we can reliably predict the financial outcomes overtime without waiting for the financial results—which are rearview mirror indicator at best.

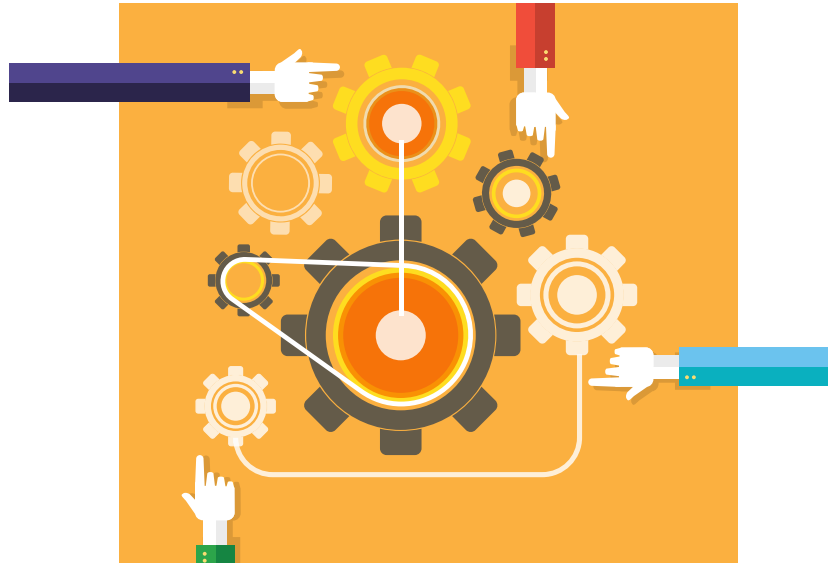
Identifying the right KPIs is the art of building a customized **SWIM**<sup>®</sup> dashboard.

## Strategy

Strategy is a fancy word for “how”— how are we going to achieve our goals and objectives?

### Strategies can be broken down into different levels:

- Overall business strategy
- Sales strategies
- Marketing strategies
- New product development strategies
- Operational strategies
- Human resources strategies
- Acquisition strategies
- Financial strategies



Clarifying the goals and specific measurable objectives is a fundamental part of any successful strategy. For example, an overall business strategy with a sales growth goal of \$50 million, with a market size of \$25 million clearly isn't going to work.

Although this is an extreme example for illustrative purposes, hopefully it makes the point—spending money on implementation without a viable strategy is a great way to flush your money down the toilet.

Strategy and Implementation are equally critical—further illustrating the importance of the silent “AND” in **SWIM**®.

### Implementation of SWIM®

Ocean 5 Strategies focuses on the implementation and continuous improvement of sales and marketing processes in order to achieve sales and new client acquisition goals.

### Examples of marketing programs include:

- Campaign design and management
- Marketing automation
- Marketing vendor management
- Website design & development
- Search engine optimization
- Pay-per-click advertising
- Online review generation
- Social media
- Content development: e.g. written content, e-books, videos, podcasts, webinars
- Creative/graphic design
- Trade show design
- Media management & PR



### Examples of sales programs include:

- Integration of sales and marketing activities—establishing common goals, terminology, internal service level agreements (SLAs) and performance measures for leads, lead qualification, and conversation into sales
- Training sales and marketing teams to operate within the agreed system and use their collective market intelligence to increase new client acquisition and sales

### Examples of commercial projects and decisions, which have a direct impact on sales and marketing programs include:

- Pricing
- Product portfolio management
- New product development
- New product introduction/launch

Through our management consulting services we extend our reach into other areas of business that are impeding—or could enhance—the success of the sales and marketing programs, including:

- Customer service
- Operational capacity
- Operational efficiencies
- Quality control
- Financial processes and reporting
- HR management—hiring practices, performance measures and reviews, incentives and compensation



## Client Engagements

Client engagements to implement **SWIM**<sup>®</sup> range from a few weeks to multiple years.

**Short-term engagements** introduce the core principles for local management to adopt and incorporate into the DNA of their business. Other short-term engagements focus on specific objectives such as implementing sales and marketing process to enhance the business value in preparation for sale.

**For longer-term engagements**, our team works alongside your leadership team to provide the expertise and resources to supplement in-house capabilities.

# Client Successes

Client's who have implemented **SWIM**<sup>®</sup> methodologies have enjoyed improved operational performance and tangible financial growth, here are some examples:

## Short-Term Benefits:

- 36% reduction on marketing spend, reallocated to higher-performing activities.
- 30% increase in sales (vs 20% target)
- 266% increase in sales conversion rate

## Long-Term Benefits

- Company growth from 7 to 215 employees
- 500% increase in new client acquisition
- 100% growth in revenue
- 34% sales growth in one year, 218% increase in net profit



## About Us

Ocean 5 Strategies is a marketing agency that focuses on measurable results in terms of revenue growth and new client acquisition for businesses.

We serve our clients using **SWIM**<sup>®</sup> methodologies—a proprietary process developed by us and applied throughout all projects, campaign implementation, and outsourced marketing engagements.

**SWIM®—Strategy With Implementation and Measurement®—ties your marketing programs directly to your sales objectives, and establishes an action plan designed to meet those goals. Performance is measured through a SWIM® Dashboard.**

**Implementation means we don't leave you holding the ball, and leverages our combination of skilled marketing resources and project management—lead by a SWIM® Coach—to integrate marketing solutions.**

If you would like to learn more about how we helped companies like yours **grow their client base by 500%, or improve profitability by 218%**, please just ask!

We are looking forward to generating more profitable sales growth opportunities for your company.

To learn more about **SWIM®** contact us at:

**BusinessGrowth@Ocean5Strategies.com, or call 703-988-9896.**



**www.Ocean5Strategies.com • Phone 703.988.9896**