

CUSTOMER SUCCESS STORY



CHALLENGE

1. No integrated sales and marketing plan
2. No customer feedback to improve current communications
3. Better team work and sales training

SOLUTION

1. We conducted some market research to determine a better way to communicate with our customers
2. We created an integrated a list of key sales tools to help the sales process
3. We conducted a team workshop of the senior leadership team to increase their effectiveness

RESULTS

1. We have changed our marketing tactics to delete some ineffective advertising and do some email marketing of key candidates to customers.
2. We have improved our functioning as a team with better feedback, communication processes, training and commitment

Tom Stockdale CEO: "All in all were going really well and I'm very happy working with you. Your commitment to me and the home work you do between meetings is always appreciated and impresses me."

SALES TOOL



Sales tools that work

TEAM WORKSHOP

Stockdale Prinstaff Senior Leadership Team
Facilitator: Danielle Macinnis

Understanding our teams

Next steps... How we engage. How much time do we spend together?

Meetings

Daily Check-in is a schedule-oriented, administrative meeting that should last no more than five or 10 minutes. The purpose is simply to keep team members aligned and to provide a daily forum for activity updates and scheduling. No agenda.

Weekly Tactical is what most people have come to know as a staff meeting. These should be approximately an hour in length, one or two (2) minutes, and should focus on the discussion and resolution of issues which effect their firm objectives. Typically, these work best if there is no pre-set agenda. Instead, the team should quickly review one another's priorities and the team's overall current, and then divide up what to discuss during the remainder of the meeting. This will help them avoid wasting time on trivial issues and focus only on those issues that are truly relevant and critical. The key to making these tactical meetings work is having the discipline to identify and postpone the discussion of more strategic topics, which brings us to the third kind of meeting.

Monthly Strategic is the most interesting kind of meeting for leaders, and the most important indicator of a company's strategic aptitude. It is the appropriate place for big topics, those that will have a long-term impact on the business. These issues require more time and a different setting, one in which participants can brainstorm, debate, present ideas and decide with one another in pursuit of the optimal long-term solution. Each strategic meeting should include no more than one or two topics, and should allow roughly two hours for each topic.

Quarterly Off-Site Review is an opportunity for team members to step away from the business, literally and figuratively, to reassess a variety of issues: the interpersonal performance of the team, the company's strategy, the performance of top-tier and bottom-tier employees, morale, competitive threats and industry trends. These can last anywhere from the better part of a day to two full days each quarter.

Team that works better together

TEAM WORKSHOP

Stockdaleprintstaff Sydney Customer Survey 2010

We at Stockdaleprintstaff would like to ask you how we can provide you with a better service. We would be grateful if you could spend 5 minutes filling out this form and as a form of appreciation will be offering the first 25 to fill out the survey, a double duty movie pass!

0% Progress

Name: _____
First Last
Company: _____

Stockdaleprintstaff
facebook.com/stockdaleprintstaff

In general how do you rate the service you receive from Stockdaleprintstaff?

Excellent
 Above satisfactory
 Below satisfactory
 Very Poor

Key CANDIDATE SUMMARY

- Graphic Arts
- Digital Printing
- Offset Printing
- Bindery
- Warehouse

Graphic Arts
Loren from doris at amc, connector
Loren from doris at amc, connector address not
Cherise from nicole from doris, Credited a receipt
refused all credits. Direct calls to, intercept your
calls via, freight to the, various are email, connect

Nick: Progress & Finished Artist
Seeking Full time

Responsibilities, location (where they live), Preferred skills, Company (what other, Qualifications,
Number of employees, 2 or previous, availability

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Digital Printing
Nick: Progress & Finished Artist

Planned marketing activity that customers asked for that supports the sales process