

SWOT

Part 1 – Set Meeting Goals and Expectations

Part 2 - Problems/Challenges in doing business in current market

1. Identify current market
2. Identify current services and current products
3. Identify current clients – determine best/worst clients and criteria for determination
4. Identify current targets
5. Define the Current Sweet spot(s)
6. Define the current problematic spot(s)
7. Define the current business development process – who is contacted, how, timeframe
8. Define the current Sales Process – who is contacted, how, timeframe to getting an order, what kind of order
9. Define pricing and how it is determined for both services and products
10. Identify current sales revenues – in total, by specific client
11. Identify current resources

Part 3 – Problems/Challenges in developing new services and products

1. Define new services
2. Identify new market
3. Identify new target
4. Identify new business development process
5. Identify new sales process
6. Identify required tools and resources including new marketing materials

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Part 4 – Action Plan

1. Set revenue goals and desired outcomes
2. Define accountabilities
3. Identify tools and resources required
4. Identify dates and milestones
5. Identify consequences for failure
6. Define New Business approach
 - new channels
 - exploit industry experience/contacts
 - exploit customer base – gain referrals
 - determine new marketing materials