



marketshare communications

# Presents

# S-C-A-T-T-E-R

## THE ACTION PLAN TO MARKET YOUR BUSINESS

S

### STRATEGY

Clearly identify and define the challenges you are having with your marketing. Then determine the most effective methods as well as the actions to take in order to address these challenges.

C

### COMMITMENT & CONSENSUS

Obtain agreement from all management, stakeholders and team members to develop and follow a strategic action plan with specific milestones to achieve the goals.

A

### ACTION

Each team member has definitive tasks to accomplish and must be accountable in order to achieve those tasks within a precise time-frame.

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### TRANSITION

The process of changing from the old to the new will begin to occur as the plan of action is being implemented.

T

### TRANSFORMATION

You will see dramatic changes occur to your company and within your staff as you follow the action plan. Challenges are being overcome and successes are being achieved.

E

### EVALUATE

Upon reaching transformation, review and assess the process and decide if you have achieved all the goals set forth. If not, augment the process and determine what needs to change.

R

### RESULTS

Establish if the results you anticipated were achieved and if they have been, then repeat the process for other business challenges you may have.

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973.299.8001