

## The Imperative to Change

If you, like many other business leaders, are looking to drive business improvement through initiatives that lead to client centricity, efficiency in the win-work process and improved margins, then you will be aware of the role that Leadership has in creating and aligning activities into an environment conducive to winning work.

MarketingWorks can help you to uncover how you can achieve your strategic business aims; creating this winning environment by:

- Integrating the various disciplines involved in work winning so that they can operate effectively and efficiently as a team
- Introducing robust supporting processes so a consistency of approach is adopted, wasteful activity is eliminated and you stop bidding for work you cannot win
- Creating client focus to increase cross selling and the development of client-oriented solutions that often also improve profitability
- Encouraging client-focused behaviours that enables business targets to be achieved

The imperative to transform your business goes beyond systems and processes. It is about you providing the Leadership and direction that will enable you to delegate responsibility, but retain control.

When you have recognised the need to be more client focused and move forward from 'the way we do things around here', then MarketingWorks can help your business to win more profitable business from new and existing clients.

Specialising in three key business areas - [Marketing Planning](#), [Key Client Management](#) and [Bid Management](#) - each of our three core service solutions deliver cultural change where it's needed most using integrated solutions supported by structured knowledge transfer and skills development, so that you get the maximum return on your investment.

### **Next Steps:**

To find out how we can help your business:

Contact Simon White on 01892 534980 or email [simonwhite@marketingworks.co.uk](mailto:simonwhite@marketingworks.co.uk) for Bid Management and the environment for win-work activity.

Contact Jan Hayter on 01892 534 980 or email [janhayter@marketingworks.co.uk](mailto:janhayter@marketingworks.co.uk) for Marketing Planning and Key Client Management