"The Team Alignment and Benchmark engagement powerfully aligned our Marketing, Sales, Client Service and Management with a shared language and plan. It provided rocket fuel to get our intensive collaborative profit leak fixing powering forward. Well worth the investment."
PETER FORD, DIRECTOR, DECORQUIP

Watertight MARKETING

Marketing Team Alignment, Benchmark & Plan

Consultant Delivered Workshops and Report Package

Covered by the Watertight Money-Back Guarantee - we have had this guarantee in place since we began in 2013. If a client isn't satisfied with the consulting service, they get a refund. We've never had to refund a penny.

TEAM ALIGNMENT, BENCHMARK & PLAN

Embedding "a unified well-oiled revenue generating engine"

Why do you need a consultant delivered Team Alignment, Benchmark & Plan?

1. You need our most intensive "start up or step up your Watertight Marketing" package

2. To get Sales, Marketing and Client Service aligned which gives 25% faster revenue/profit growth, 35% higher retention and 65% better deal closure. Sources: Hubspot, Marketo and Reachforce

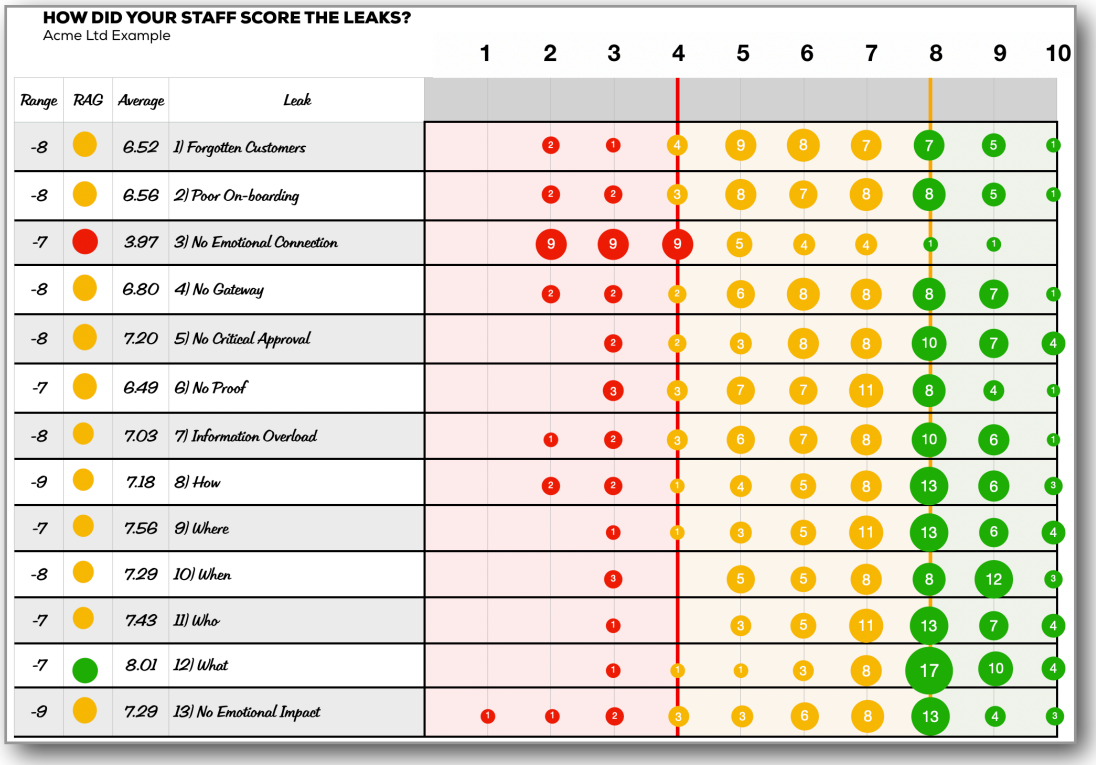
3. To produce a full 360 degree assessment of your marketing, with ideas to take things to a new level, from the people who know your customers best - all your staff.

4. To embed the ongoing use of a shared language that generates clear consensus on marketing that delivers on your commercial objectives.

5. You want a collaboratively produced roadmap to fix your profit leaks.

6. You have at least 15 staff across your company that will participate.

7. The case study at the end of this document sings to you.



"Excellent value for money and a thoroughly worthwhile investment. A printed copy of the Watertight Marketing Team Alignment, Benchmark & Plan report has been on my desk permanently since I received it well over 18 months ago because we refer to it all the time as a guiding light for our ongoing marketing decisions". SIMON KING, CO-FOUNDER, INSIDE TRAVEL GROUP

The Watertight outcome

- Marketing, sales and client service aligned for faster growth and greater customer retention.
- Unity from across the business on where your marketing stands now, and a plan to step things up in a big way.
- Massive value in the form of prioritised actionable ideas from everyone across the organisation.
- Quick win programme that can be actioned immediately.
- A shared marketing language embedded in the business enabling cross functional internal 'plumbing teams' to be established as ongoing profit leak fixers.

> "The Team Alignment, Benchmark & Plan that Watertight Marketing did with Callidus was a revelation. The results and recommendations were so insightful and inspiring. It's exactly what we needed to get strategic about stepping things up."
>
> STEVE HANSON
> MD, CALLIDUS

What's involved?

- Kickoff scoping followed by workshops for leadership team and then all participants.
- Bespoked web research survey which includes embedded Watertight Marketing video training.
- Comprehensive analysis of quantitive and qualitative survey data into intuitively understandable and actionable benchmark and alignment findings.
- Findings workshop for leadership team followed by stakeholders workshop.
- A final comprehensive report plus an organised directory of participants feedback/ideas.
- Leak fix workshops to setup up internal cross-departmental 'plumbing teams'

The Team Alignment and Benchmark deliverables

1.Kickoff: getting management and participants excited and ready

Key deliverables:

Leadership team workshop:

- Your 1:3:5 year goals.
- Profit Priority Matrix - defining 'The Right Type Of Work' that has the blend of profit and pride you are looking for.
- Touchpoint Leak™ Snapshot - Initial pass on where you marketing strengths and weaknesses lie.

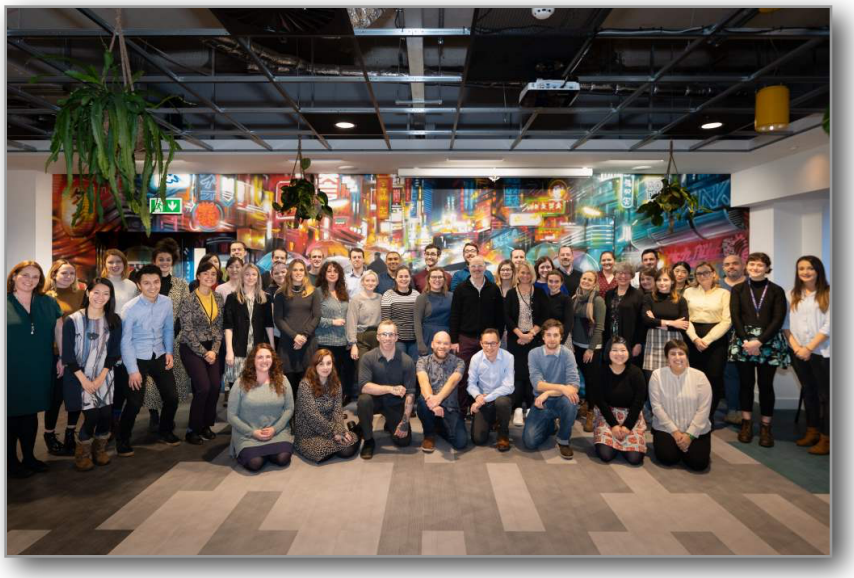
All participants 'Tweak Your Leaks' workshop:

- Understanding the Touchpoint Leaks™.
- A journey through your sales process from your customers' point of view.
- Designed to gain buy-in and buzz from all participants.

2. Training/Research: gathering the wealth of feedback and ideas whilst training participants on the Watertight Marketing basics

Key deliverables:

Web-delivered research survey: Bespoked to your company, gathering from all participants their feedback/ opinions/suggestions via quantitative scores and qualitative input.

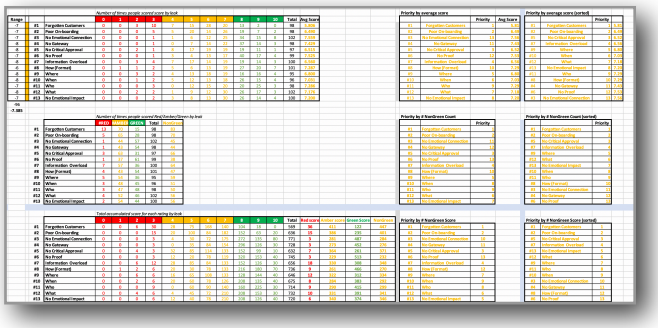


Concise video training: on Watertight methodology embedded in research survey to ensure participants have the level of understanding required and shared language.

3. Analysis: turning the raw data into powerful insights

Key deliverables:

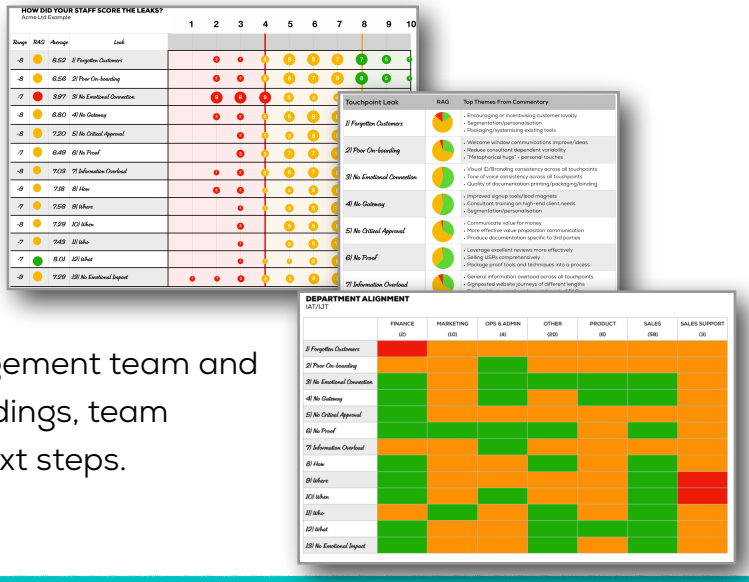
Crunching the data: all quantitative and qualitative data organised, analysed and interpreted for priorities, themes, patterns, consensus, disagreement and outliers by Watertight Marketing.



4. Working through the results: turning insight into action

Key deliverables:

Preliminary findings session: with management team to present headline results and shape the contents of the detailed results session.



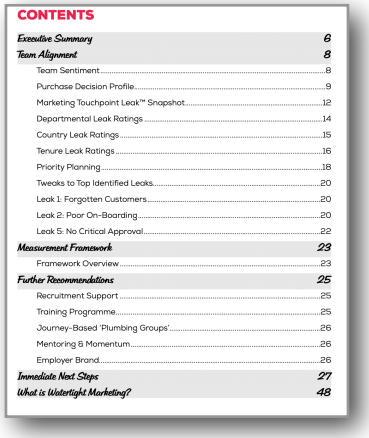
Detailed results session: with management team and stakeholders to work through key findings, team alignment areas and priorities for next steps.

5. Report: a comprehensive asset

Key deliverables:

Report: All the above wrapped up in an actionable comprehensive final report that includes:

- Team Touchpoint Leak analysis - overall/by department/ by tenure/by location.
- Prioritised leak fix plan incorporating top survey ideas and Watertight Marketing recommendations.



- Immediate next steps and quick wins.
- Team dynamics analysis and alignment guidance.
- An organised directory of every qualitative idea that participants have provided by leak and sub-categorised by theme.
- Further recommendations.

6. Ongoing Collaboration: 'plumbing teams'

Key deliverables:

Leak fix 'plumbing team' workshop facilitation - workshops with benchmark survey participants focusing on developing further their ideas for fixing priority leaks and assigning deliverables to participants.

How Inside Travel Group got their marketing stars aligned

watertightmarketing.com/2020/01/how-inside-travel-group-got-their-marketing-stars-aligned/

Inside Travel Group engaged Watertight Marketing to undertake a Marketing Team Alignment, Benchmark and Plan, and then have gone on to apply the results

"The Watertight Marketing Team Alignment and Benchmark did two powerful jobs for us simultaneously. Firstly it got our Marketing, Sales and Client Service far more closely aligned with one another, and Management, in the ongoing drive to deliver way more than the sum of their parts. And secondly it provided the most comprehensive benchmark of where we were at with our marketing, what to focus on next, and how to do that. This included leveraging from our entire staff, not only the value of their creative insights and ideas, but also a new level of confidence to grab stuff and drive it forward" Simon King, Director – Inside Travel Group

Background

After three years teaching English in Japan, Simon King and Alastair Donnelly wanted to give others the chance to experience and discover a part of the world they had both fallen in love with. So once back in the UK in 2000, they decided to start a travel company. Fast forward to the end of 2017 and in that year 10,000 delighted traveller customers took advantage of Inside Travel Group's (ITG) unique tailored itineraries, small group tours and exclusive cultural experiences.

To get to this point ITG were clearly doing a whole lot of things right, including in their marketing activities. And the Watertight Marketing team had been providing consulting project services from 2014 to help achieve these results.

The challenge...

Simon explains "We realised that to scale to the next level, with a stretch target to increase our bookings by 50% to 15,000 by the end of 2019, we needed to make another big step-change up as a company. We knew that to achieve this was going to require sales, marketing and client service aligned as a unified well-oiled revenue generating engine whilst not sacrificing any of the expertise, passion and human touch that we were known for by our customers."

'Aligned' is the key word here. The commercial benefits of internally aligned management, sales, marketing and client service teams are huge. Tightly aligned organisations on average achieve around 25% faster revenue and profit growth, 35% higher customer retention rates and 65% better deal closure.

Misalignment on the other hand is seriously costly. It leads to not getting the most out of peoples' talents and strengths, poor accountability and distrust, a lack of teamwork and open communication which results in conflict, poor problem solving and decision and overall disengagement. This all results in inconsistent service to clients and prospects.

So alignment for ITG was about ensuring that Marketing, Sales and Client Service were one collaborative and creative whole in sync with management on how to achieve their ambitious sales targets in the right way that delighted clients.

The other top priority was to get down to a whole new level of benchmarking detail on current marketing strengths and weaknesses and to then use this to generate a refreshed actionable strategy and plan packed with new ideas to get ITG from where they were, to where they wanted to be.

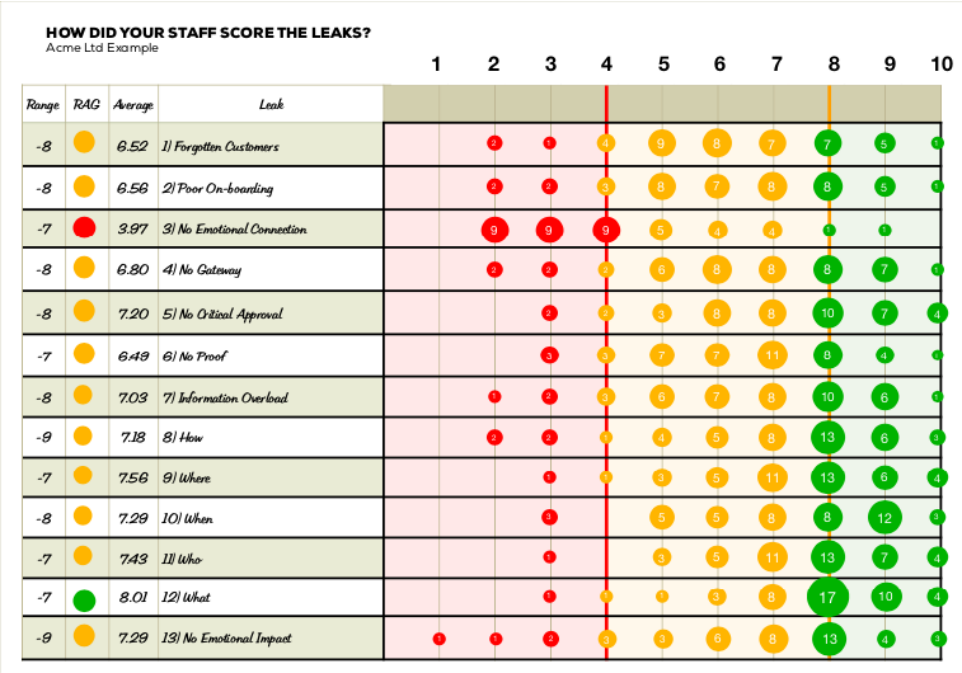
How Watertight helped

A consultative pre-engagement fact-find by Watertight Marketing firmly established that a Benchmark and Team Alignment project, bespoked to the needs of ITG, was what was required.

Watertight Marketing's Director of Consulting Simon Bottle explains "Marketing when done best, is a team sport across a business. And so in a Team Alignment and Benchmark engagement, we widen out the process to not only gather input from management, marketing, sales and client service but also the other departments too. The more participants the better because, outside of the marketing department, there is always a wealth of constructive feedback on current efforts, ideas, and 'voice of the customer' perspectives that are often only held back by a lack of confidence in how to express them. This enables us to help align not only the customer facing roles, but the whole company in the effort whilst at the same time harnessing the maximum amount of valuable creativity possible."

To mine this gold, Watertight Marketing use a proprietary web-based process, bespoked to each client, that embeds succinct video training on each of the Watertight Marketing Leaks into a research survey which polls from all participants their quantitative scores out of ten plus qualitative opinion and ideas on how the company is performing against each leak.

At ITG, this immediately demystified marketing and enabled everyone, regardless of any previous marketing understanding, to participate.



This visual displays simulated results for "Acme Ltd" – it is not the Inside Travel Group data/results! Each circle shows how many staff selected each leak score between one and ten.

Simon K continues: "Watertight Marketing took the huge amount of resulting data and distilled it into a wide range of intuitively understandable and genuinely useful insights.. The power of the process is epitomised by one of the visuals produced shown above, that not only provided a snapshot of our entire marketing from all our people, but also posed all the right questions we needed to resolve to get aligned and to step things up. Watertight Marketing then workshopped our people through these questions, layering in the qualitative survey results, to produce the answers we needed to do that."

The questions raised included:

- Why does the wisdom of the crowd think ITG are performing best and worst on certain leaks?
- What is causing the greatest and smallest spread of opinion from harshest to most complimentary on the different leaks?
- Are the lowest and highest scores outliers based on a lack of understanding or do they have a point based on taking a different and interesting perspective that ITG have not considered?

- How do the scores differ by department and what does that tell ITG?
- And what about scores by length of tenure at the company?

There are a number of factors that individually or in combination are typically at play including:

- Areas for development in strategy, tactics and execution that require attention
- Inter and cross team dynamics
- Whether everyone is 100% clear on the vision
- Communications challenges and any lack of a shared language
- Pockets of individual excellence not being leveraged effectively enough
- And dare we say it – a dollop of politics occasionally (as there always is even in the world beating companies)

Simon K observes "In our case, it became clear that the biggest challenge holding our marketing back was the lack of a shared language. Before this project, we didn't have that and it affected our ability to work collaboratively on idea generation and problem solving and make the most of the revenue generating potential we knew was there. After the Team Alignment engagement, it was so much easier to get to a consensus on how to maximise sales opportunities and fix issues, through having conversations where everyone understood one another."

And the other million dollar question…

Simon K goes on to say: "The beauty of this process was that developing the shared language and alignment we wanted, was built into the achievement of our other top priority – a 360 degree assessment of current marketing performance from our entire staff, the people that know our business and our customers best."

The analysed qualitative feedback, organised by leak and then sub-categorised by theme/tactic, provided an extensive library of suggestions for improvement and new ideas. The end result was a roadmap across all Thirteen Touchpoint Leaks™, on what to do more of, what to stop doing, what to improve and what to invest time in exploring.

In the research survey, workshops and the final report, the Watertight Marketing recommendations of best practices that were prioritised from the many ideas to deal with the top leaks were:

Leak 5: No Critical Approval – "We identified that our Group Tours offering was confusing and the website was struggling to help customers and travel agents to find the right tour for them. As a specialist operator, we want to offer lots of different tours but presenting them clearly was a challenge. So, following the Watertight sessions, we decided to produce a 'Group Tours Buyer's Guide' to walk travel agents through the different choices when discussing our group tours with their clients. Since introducing and distributing the buyer's guide, our travel agent group tour bookings have increased year on year by 25%."

Leak 2: Poor On-Boarding – "Clearly identifying that 'poor on-boarding' was a priority leak for us directed our marketing investment towards a new marketing automation system which we have now rolled out. The aim here is to provide a series of automated trip countdown email communications to ensure that the extended gap between booking and travelling is filled with the requisite quality communications, and metaphorical hugs."

The future...

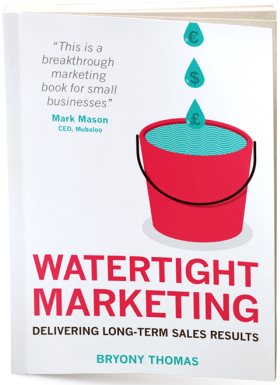
ITG achieved their target of 15,000 customer bookings for 2019. But the value of the Watertight Team Alignment and Benchmark engagement has stretched beyond its contribution to IGT's shorter term commercial objectives.

Simon K summarises it this way: "A printed copy of the Watertight Marketing Team Alignment and Benchmark engagement report has been on my desk permanently since I received it well over a year ago because we refer to it all the time as a guiding light for our ongoing marketing decisions".

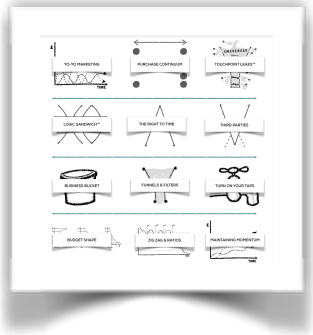
What is Watertight Marketing?

Watertight Marketing is the essential toolkit for any business that wants to out-think, rather than out-spend, their competition. This multi-award winning methodology can be accessed via the best-selling book, online training programmes, expert-hosted workshops, bespoke whole-company change programmes, or by working with one of our network of Certified Practitioners.

The Watertight Marketing methodology is introduced in the best-selling book by Bryony Thomas that demystifies marketing, and walks you through an end-to-end process of defining and refining every step of a buying journey with marketing that works.



The book acts as your entry point into a rich library of resources, and a network of deep expertise, to support scaling seven and eight-figure businesses to embed a marketing operation that underpins long-term sales results.



TOP 100 Rising Star Entrepreneur — We are the City Top 100, 2017

WINNER Rising Star Speaker — Academy for Chief Executives 2017

FINALIST Business Book of the Year — International Book Awards 2015

WINNER Marketing Book of the Year — National Indie Excellence Awards 2014

Marketing Book of the Month — Chartered Institute of Marketing 2013

RUNNER UP Marketing Book of the Year — Small Business Book Awards 2014

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