

USE S.M.O.G. STRATEGIES TO GET A CLEARER VIEW OF YOUR BUSINESS

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“S” – SALES

- A transaction that includes an exchange of services or goods for a certain amount of money is known as a sale.



“S” – SALES STRATEGY

- A sales strategy is an opportunity to work out who you are going to sell to and how you are going to do it and is crucial to revenue generation in any business.

“M” – MARKETING

- Marketing refers to activities a company undertakes to promote the buying or selling of a product or service.



“M” – MARKETING STRATEGY

- A marketing strategy refers to a business’s overall game plan for reaching prospective consumers and turning them into customers of their products or services. A marketing strategy contains the company’s value proposition, key brand messaging, data on target customer demographics, and other high-level elements.

“O” – OPERATIONS

- Operations is the work of managing the inner workings of your business, so it runs as efficiently as possible.



“O” – OPERATIONS STRATEGY

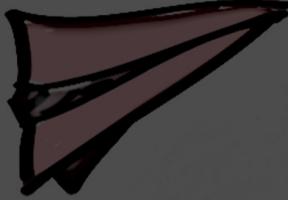
- An operations strategy refers to the system an organization implements to achieve its long-term goals and mission. It involves decisions based on multiple factors, including product management, supply chain, inventory, forecasting, scheduling, quality, and facilities planning and management.

“G” – GROWTH

- Business growth refers to the increase in a company’s size, revenue, market share, and profitability over time.



“G” – GROWTH STRATEGY



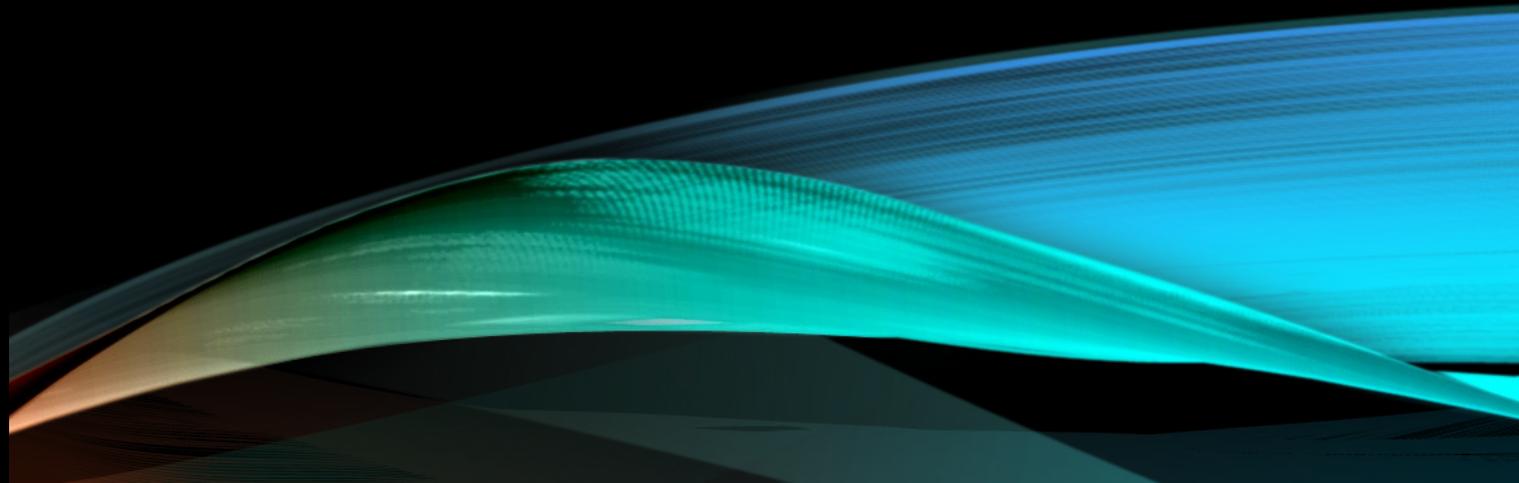
- A growth strategy is an organization’s plan for overcoming current and future challenges to realize its goals for expansion.

GROWTH





QUESTIONS?





THANK YOU!

