Global Marketing Directives

1. Market Positioning Directive

Position as a premium, globally सक्षम strategic advisory firm with tailored solutions.

- Emphasize:
  - Customized advisory (key differentiator)
  - Cross-border expertise
  - Strategic + operational execution (not just advice)
- Avoid competing purely on price against large firms like McKinsey & Company or Boston Consulting Group
- Instead: position as **"elite but accessible"**

👉 Core Message:
"Global insight. Tailored execution. Measurable growth."

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2. Target Market Prioritization Directive

Adopt a tiered global segmentation strategy:

Primary Target:

- Established Business Owners (highest ROI, fastest conversion)

Secondary Target:

- Aspiring Entrepreneurs (volume + long-term value)

Strategic Target:

- Global Enterprises (high-value, longer sales cycles)

👉 Geographic Focus:

- Start with **high-growth, regulation-heavy markets**
- Expand into:
  - North America (foundation)
  - Emerging markets (Africa, Asia) for expansion advisory

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3. Service Offering Directive

Productize services into scalable global packages:

- Entry Tier:
  - Business diagnostics
  - Market entry strategy
- Growth Tier:
  - Expansion strategy
  - Operational efficiency
- Enterprise Tier:
  - Multi-country advisory
  - Regulatory & ESG consulting

👉 Must include:

- AI strategy integration (responding to 91% adoption trend)
- Compliance & ESG advisory (major market opportunity)

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4. Competitive Strategy Directive

Win through customization + agility vs. scale players

Against large firms:

- More flexible
- More personalized
- Faster execution

Against boutique firms:

- Stronger global capability
- Broader strategic depth

👉 Strategic gap to own:
"Global boutique with enterprise-grade thinking"

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5. Brand & Thought Leadership Directive

Build authority through insight-driven marketing

- Publish:
  - Global market reports
  - Regulatory updates
  - AI + business transformation insights
- Channels:
  - LinkedIn (primary B2B channel)
  - Executive webinars
  - Whitepapers

👉 Goal:
Position firm as a **trusted global advisor—not just a service provider**

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6. Digital & Technology Directive

Lead with digital-first marketing and AI-enabled delivery

- Invest in:
  - AI-driven insights for clients
  - Automation tools for efficiency
  - Data-backed decision frameworks
- Marketing tech stack:
  - CRM + lead scoring
  - Marketing automation
  - Analytics dashboards

👉 Strategic intent:
Compete with tech-enabled consultancies, not traditional ones

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7. Partnership & Ecosystem Directive

Build strategic alliances to scale globally

- Partner with:
  - Legal firms (compliance demand)
  - Tech firms (AI & digital transformation)

    - Local market specialists

👉 Outcome:

- Faster market entry
- Increased credibility
- Expanded service capabilities

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8. Geographic Expansion Directive

Adopt a hub-and-spoke global expansion model

- Core Hub:
    - North America
- Expansion Hubs:
    - Europe (regulatory consulting)
    - Africa & Asia (growth markets)

👉 Approach:

- Enter via partnerships first
- Then scale presence

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9. Pricing Strategy Directive

Adopt value-based pricing, not hourly billing

- Price based on:
    - Impact delivered
    - Strategic value
    - Market complexity
- Offer:
    - Retainers (for ongoing advisory)
    - Performance-based incentives (select cases)

👉 This differentiates from rigid pricing of large firms

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10. Client Experience Directive

Deliver high-touch, outcome-focused client journeys

- Assign dedicated advisors
- Provide measurable KPIs
- Maintain continuous engagement

👉 Key metric:

- Client lifetime value (CLV), not just acquisition

🔑 Strategic Summary

Your strongest global advantage is:

✅ Customization
✅ Global insight
✅ Flexibility vs. large firms
✅ Depth vs. small firms

Position the firm as the bridge between boutique personalization and global strategy power.

If you want, I can turn this into:

- A **1-page executive slide**
- A **full global marketing plan**
- Or a **go-to-market strategy by region**

Next

Great—let's move from directives into execution.

Here's your **Global Go-To-Market (GTM) Strategy**, built directly on your directives and situation analysis.

🚀 Global Go-To-Market (GTM) Strategy

1. Market Entry Strategy (Phased Expansion)

Phase 1: Establish Authority (0–6 months)

Focus: North America (primary revenue base)

- Target:
  - Established business owners
  - Growth-stage companies
- Actions:
  - Launch thought leadership campaigns
  - Secure first 5–10 anchor clients
  - Build case studies

👉 Objective:
Credibility + proof of results

Phase 2: Strategic Expansion (6–18 months)

Focus: Select international markets

- Priority Regions:
  - UK / Europe (regulatory & ESG demand)
  - Africa & Asia (expansion advisory demand)
- Entry Mode:
  - Partnerships (low risk, fast access)
  - Local advisors / affiliates

👉 Objective:
Global footprint without heavy overhead

Phase 3: Scale & Dominate (18–36 months)

Focus: Enterprise & multi-country clients

- Expand:
  - Enterprise consulting packages

    - Cross-border strategy services
- Build:
    - Regional hubs
    - Dedicated industry verticals

👉 Objective:
Position as a global advisory powerhouse

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2. Ideal Customer Profiles (ICP)

ICP 1: Growth-Driven Business Owner

- Revenue: $1M–$50M
- Needs:
    - Expansion strategy
    - Operational efficiency
- Pain Points:
    - Scaling challenges
    - Market entry uncertainty

ICP 2: Corporate Strategy Leader

- Mid-to-large enterprise
- Needs:
    - Global expansion
    - Regulatory navigation
- Pain Points:
    - Complexity across markets
    - Execution gaps

ICP 3: Emerging Entrepreneur

- Early-stage but funded
- Needs:
    - Structured growth roadmap
- Pain Points:
    - Lack of strategic clarity

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3. Core Value Proposition

“We deliver tailored, globally-informed strategies that drive measurable business growth.”

Breakdown:

- Tailored → Differentiation vs large firms
- Global → Differentiation vs boutique firms
- Measurable → ROI-focused

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4. Channel Strategy (Customer Acquisition)

Primary Channel: LinkedIn (B2B Engine)

- Thought leadership posts (3–5/week)
- Founder POV content
- Case studies & insights

Secondary Channels:

- Webinars (monthly)
- Email marketing (nurture sequences)
- Strategic referrals / partnerships

Tertiary Channels:

- SEO (long-term inbound)
- Industry events (selective, high-value)

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5. Lead Generation Funnel

Top of Funnel (Awareness)

- Content:

    - “Global Expansion Playbooks”
    - “AI in Business Strategy”
    - Regulatory insights

👉 Goal: attract decision-makers

Middle of Funnel (Consideration)

- Lead magnets:
    - Free strategy audit
    - Market entry checklist
- Webinars / workshops

👉 Goal: build trust

Bottom of Funnel (Conversion)

- Free consultation
- Customized proposal
- Case study validation

👉 Goal: close deals

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6. Sales Strategy

Approach: Consultative Selling

- Diagnose first, sell later
- Focus on:
    - Business impact
    - ROI
    - Strategic alignment

Sales Cycle Optimization:

- SMB: 2–4 weeks

- Mid-market: 1–3 months
- Enterprise: 3–6 months

Key Close Driver:

Clear, quantified outcomes

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7. Strategic Partnerships

Priority Partners:

- Legal advisory firms (compliance demand)
- Tech/AI firms (digital transformation)
- Regional consultants (market entry)

Example Competitive Benchmark:

Firms like Boston Consulting Group leverage ecosystems—your advantage is **agility in partnerships**

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8. Messaging Framework

Core Pillars:

1. Growth

- "Scale smarter, not harder"

2. Global Expansion

- "Enter new markets with confidence"

3. Transformation

- "Future-proof your business with AI & strategy"

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9. KPIs & Success Metrics

Marketing KPIs:

- Cost per lead (CPL)
- Conversion rate
- Content engagement

Sales KPIs:

- Close rate
- Average deal size
- Sales cycle length

Business KPIs:

- Client lifetime value (CLV)
- Retention rate
- Revenue growth

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10. 90-Day Execution Plan

Month 1:

- Finalize positioning & messaging
- Launch LinkedIn content strategy
- Build website + lead magnets

Month 2:

- Start outreach campaigns
- Host first webinar
- Secure initial clients

Month 3:

- Publish case studies
- Optimize funnel
- Begin partnership outreach

🔥 Strategic Takeaway

Your GTM success depends on one thing:

👉 **Turning expertise into visible authority**

You're not just selling consulting—you're selling:

- Confidence
- Clarity
- Global growth

If you want to go further, I can build next:

- A **LinkedIn content calendar (30 days)**
- A **sales script + pitch deck**
- Or a **full funnel (ads + landing pages + email sequences)**

Sales script pitch deck

Perfect—here's a **high-converting Sales Script + Pitch Deck structure** tailored specifically for your consulting business.

🎯 PART 1: SALES SCRIPT (Consultative, High-Ticket)

🧠 Framework: Diagnose → Agitate → Solve → Close

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1. Opening (Build Authority + Control)

Goal: Set tone, establish credibility

Script:

"Thanks for taking the time today. Before we dive in, I want to understand your business and where you're trying to go—then I'll share where we can help, if it makes sense. Sound fair?"

👉 This positions you as a **strategic advisor, not a salesperson**

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2. Discovery (Most Important Section)

Goal: Understand pain, goals, and urgency

Key Questions:

Business Overview

- "Can you walk me through your business today?"
- "What's working well right now?"

Growth Goals

- "Where do you want to be in the next 12–24 months?"

Challenges

- "What's currently holding you back from getting there?"
- "What have you tried so far?"

Impact Questions (CRITICAL)

- "What is this problem costing you right now?"
- "What happens if nothing changes in 6–12 months?"

👉 This creates **emotional + financial urgency**

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3. Problem Agitation

Goal: Make the problem feel real and costly

Script:

"Based on what you've said, it sounds like you're hitting [problem], which is limiting your ability to [goal].
Most companies at your stage struggle here because they lack [insight/strategy/execution]."

👉 Show pattern recognition (this builds trust fast)

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4. Solution Positioning

Goal: Present your service as the bridge to their outcome

Script:

"What we do is help companies like yours solve exactly this—by combining tailored strategy with global market insight and execution support."

Then break it into 3 pillars:

- **Clarity:** Identify the right growth path
- **Strategy:** Build a customized roadmap
- **Execution:** Help implement and optimize

👉 Keep it simple, outcome-focused

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5. Offer (Make It Tangible)

Script:

"Based on your situation, I'd recommend starting with [specific package].
This would include:

- [Deliverable 1]
- [Deliverable 2]
- [Deliverable 3]"

👉 Tie EVERYTHING back to their stated goals

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6. Pricing (Value-Based Framing)

Script:

"The investment for this is [$X].
But more importantly, this is designed to help you achieve [specific ROI/outcome]."

👉 Always anchor price to **value, not cost**

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7. Close (Soft but Direct)

Option A (Direct Close):

"Does this feel like the right next step for you?"

Option B (Assumptive Close):

"If we move forward, we can get started as early as [date]."

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8. Objection Handling

Common Objection: "It's too expensive"

Response:

"Totally fair. Usually when someone says that, it's because we haven't clearly tied this to the outcome.
If we solve [problem], what would that be worth to your business?"

Common Objection: "I need to think about it"

Response:

"Of course. Just so I understand—what specifically do you need to think through?"

👉 This uncovers the *real objection*

📊 PART 2: PITCH DECK STRUCTURE (10–12 Slides)

Slide 1: Title Slide

- Company name
- Tagline: *"Global insight. Tailored execution. Measurable growth."*

Slide 2: The Problem

- Businesses struggle with:
  - Scaling
  - Market expansion
  - Strategy execution

👉 Make it relatable and sharp

Slide 3: The Opportunity

- Global markets are growing
- AI + strategy = competitive advantage

👉 Position this as a **moment they can't miss**

Slide 4: Your Solution

- What you do (simple)
- Who you help
- Key outcomes

Slide 5: Your Differentiation

Compare:

You	Big Firms	Small Firms
Tailored	Generic	Limited
Agile	Slow	Fast
Global	Strong	Weak

👉 This is a **power slide**

Slide 6: Services / Offerings

- Tiered packages:
  - Entry
  - Growth
  - Enterprise

Slide 7: Process (How It Works)

1. Diagnose
2. Strategize
3. Execute
4. Optimize

👉 Visual flow works best

Slide 8: Case Studies / Results

- Client wins
- Metrics (VERY important)

Example:

- “Increased revenue by 35%”
- “Expanded into 3 new markets”

Slide 9: Market Opportunity

- Growing consulting demand
- AI + compliance trends

👉 Reinforces credibility

Slide 10: Go-To-Market Strategy

- Channels (LinkedIn, partnerships, etc.)
- Target clients

Slide 11: Team / Expertise

- Highlight:
  - Global experience
  - Strategic expertise

Slide 12: Call to Action

- “Let’s build your growth strategy”
- Contact / next steps

🔥 Pro Tips (Critical)

- Talk **less about yourself**, more about **their outcome**
- Always quantify impact (money, growth, efficiency)
- Confidence > complexity
- Keep everything simple and sharp

Here’s a more persuasive version of your email, emphasizing the impact of your differentiators and motivating the team to action:

Subject: Let’s Lead with Our Strengths

Hi Team,

Our ability to deliver tailored strategies, act with agility, and leverage global expertise truly sets us apart in the market. These aren’t just buzzwords—they’re the reason clients choose us and trust us to drive their growth.

Let’s make it our mission to highlight these strengths in every client interaction and project. By consistently demonstrating our unique value, we can deepen client relationships and win new opportunities.

Let’s show the market what makes us exceptional!

Best,
[Your Name]

COO

XO

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