



Sales and Marketing Audits

Strategy

One of the world's oldest travel companies with outbound operations throughout the world, was faced with a North American operation that was losing market share, had a demoralized staff, and required a new executive management and strategic direction. Following years of operating autonomously, the global executive committee of the parent company sought more direct involvement in the North American business. They retained Strategic Vision to support this turn-around situation, audit the entire business operation, and determine and recommend appropriate corrective solutions for implementation.

Execution

Following the appointment of a new President and amidst the relocation of North American head office, Strategic Vision undertook a detailed examination of the current and projected business performance by channel and product, reviewed staff perspectives and performance, and challenged all existing sales, marketing and distribution strategies. Comprehensive reporting on our observations and recommended solutions were presented to the executive management and a clear strategy going forward was created.

Comprehensive analysis including strengths, weaknesses, opportunities and threats (SWOT Analysis) were undertaken with staff members to highlight past errors and current concerns and build staff morale by focusing on the company's strongest assets, unique capabilities and future market opportunities. Realistic achievable goals were developed by Strategic Vision and the North America team before being accepted by the parent company.

Results

Through Strategic Vision's in-depth audit process, executive management from the parent company was able to quickly grasp the needs of the North American operation, adjust business practices and implement new strategies and personnel to help deliver on the new direction being taken. Guiding them through the process Strategic Vision helped build staff morale, enhance third party relationships and build stronger working relationships between the parent company and North American operation.

Recognizing the need for additional support in key areas, the parent company retained Strategic Vision to execute several projects to support the new direction established, including development of Sales and Marketing Strategy and Plan for the region, supporting in establishing relationships with key travel agency consortia and the meetings & incentives sectors, as well as creating and managing a travel industry advisory board for the next generation of travel industry leaders.