

A Practical, Refreshing Approach to Marketing



Marketing Planning
Strategic Goal Setting
Training
Campaign Management
Internal Marketing
PR
Direct Mail
Telephone Marketing
Marketing Communications
Sales Support

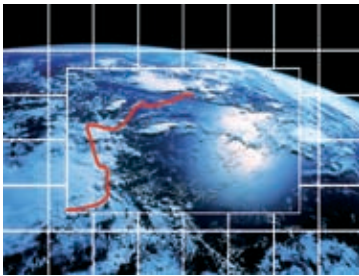


If your business needs a refreshing marketing solution then come and talk to us.

Sammy Rose Management Services specialises in being a virtual marketing department for companies that need one.

As such our clients range from sole traders to larger SME's; all with the same common need: To identify and use marketing initiatives that will support their business development objectives.

Mapping



Our starter approach is to work with the director or senior management team of our client to develop a MAP.

Every day we use a MAP to help us find the way from one point to another.

In marketing, this is no different. We need a **Marketing Action Plan** to determine what the company's product/service proposition should be in the light of:-

-  Customer expectations
-  Competitor activities
-  Economic conditions
-  Changing technologies
-  Etc

If necessary we can employ a range of market research initiatives to help determine the right MAP to progress.

Once the MAP identifies the direction the business should be taking; we can then determine what marketing communications initiatives are needed to help the client move along their MAP from start to target destination.

Moreover we can deliver most of these initiatives using our internal resources; thereby enabling us to control the complete programme and aim to provide our client with a realistic investment return.



Services

Campaign Management

A vital element of marketing is making sure that promotional campaigns are executed on time, in conjunction with complimentary programmes and are evaluated to review their level of success. Such close tracking is key in helping to build further, even more successful initiatives and is the core of many Sammy Rose Management Services' programmes.

Market Research



Understanding their respective market place and their potential role within it is key to a client's success.

Sammy Rose

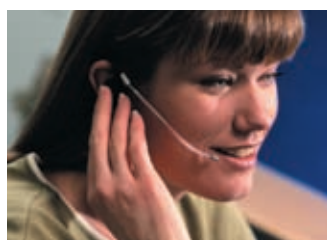
Management Services helps their client's with improving their understanding by organising:-

- Surveys
- Focus Groups
- Trials
- Mystery Shops

Mentoring

To help them grow, SME proprietors need good back up in the form of someone who understands their business and can be there to help give support and advice. The Sammy Rose Management Services consultancy team are there, working as a sounding board for their clients, helping their clients to draw the right conclusions for both themselves and their business.

Tele-Marketing



Sammy Rose Management Services' tele-marketing operators will trawl a database of prospective customers to identify

the relevant contact and ascertain whether they would be willing to give time to take a closer look at a client's product/service portfolio.



Graphic Design

Our graphic design facility ensures that clients have appropriate communications initiatives to support their customer development and retention approaches. This facility includes the design of new brochures, web sites, signage and display stands.

Direct Mail

For many clients, we find that sending useful information to prospects that we have identified have a potential need for our client's products/services, is still one of the most effective returns that marketing can offer.

In particular, we pride ourselves on developing innovative and pleasing campaigns that, most importantly for the client, generate a response.

Exhibitions & Events

Where it is considered beneficial for a client to attend an exhibition or even, host an event; then we can assist with planning, coordination and delivery of support communications initiatives.

P.R.

S.R.M.S. look to support their clients' activities with the securing of coincidental features in relevant media. We do not specialise in high profile P.R.; we focus on simple, regular coverage that keeps our clients' names in the frame.



Training

When we give a client a professional overhaul, there is often the need to ensure that the client's employees are able to support this new approach; in terms of their personal presentation and understanding of why they need to change.

We respond to this by developing and delivering in-house programmes that look to properly prepare employees for their changed role and later on, enable them to grow and develop this even further.

We train on both a one to one and group basis. Often the former takes the form of personal development for managers with no formal marketing background and/or training, who realise that they need to improve their understanding of the subject.



Sammy Rose Management Services can offer training and development programmes in:

- Marketing
- Improving sales
- Telesales
- Team building
- Planning for business development
- Exhibition plans & management
- Media campaign planning & management
- Presentation skills
- Negotiation
- Retailing
- Brand building



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INVESTOR IN PEOPLE

Our high standards of service delivery are endorsed through our awards and accreditations, so to find out what Sammy Rose Management Services can do for you, why don't you call us today for a complimentary, no obligation discussion.



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