



# An introduction to Sharp Thinking



# What does Sharp Thinking do?

The core service of Sharp Thinking is to deliver the foundation processes of sales and marketing planning.

## This includes:

- Marketing and sales audits
- Marketing and sales strategy
- Brand positioning and messaging
- Marketing and sales plans
- Digital strategy
- Monthly marketing review meetings & evaluations
- On-going marketing coaching to aid in-house marketing implementation
- Recruit freelancers and agencies on behalf of clients to work in specialist areas of marketing as well as help setting up in-house function if required
- Provides checklists, templates and training for clients to manage in-house/upskill teams inc. business development & customer service
- Provide a fractional CMO Service

# How can Sharp Thinking help businesses??

- Tell you marketing wise what is working and what isn't
- Bring clarity, focus and structure enabling businesses to prioritise, resource plan and budget more effectively
- Align marketing objectives to the business & sales objectives ensuring everything works together and is measured
- Articulate what a business stands for fleshing out their USP ensuring they are competitive in the market and exploit their true potential whilst resonating with their target audience
- Generate more leads and improve conversion rates
- Ensure you're targeting the most valued customers and prospects and positioned in the right way
- Increase customer loyalty and the value of existing customers considering all upselling and cross selling opportunities
- Optimise all marketing (both online and offline) so it works at the right time with the right message in the right place
- Advise how budget should be spent & how much to invest whilst remaining impartial and media neutral



# The Sharp Way – a tried and tested process I've used for over 50 businesses



# More about Nat

- Founder of Sharp Thinking, set up 7 years ago
- Provide sales and marketing consultancy to SMEs across Kent, Sussex, Surrey and London and now servicing corporate clients including FT Live
- Sampled the world of marketing at British Airways, then worked for major London advertising agencies. After 10 years, gained in house experience and consulted at Vodafone where I created an IPA award winning B2B thought leadership and social media programme which is still running a decade later.
- I've worked with over 50 clients since setting up Sharp Thinking and created over 30 marketing plans with 100% 5\* reviews
- Won an award for best marketing organisation from the Local Business Awards, shortlisted as best Southern England finalist at the 2022 Women in Business Awards and best micro business at the British Business Awards, was selected as part of the SmallBiz100 and last year short listed as best supply chain business at the Small Awards
- Had a dozen marketing articles and opinion pieces published including in the FSB Magazine, startups.co.uk and smallbusiness.co.uk
- A business mentor for the last five years to the Kent Foundation and now Small Business Britain

