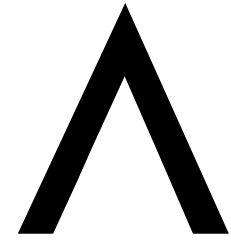


AGUETTANT

Sales force and *email toolkit*

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YOUR BRIEF

Aim: To empowering Aguettant's sales force.

To create a comprehensive toolkit for Aguettant's sales personnel, equipping them with a suite of pre-approved content and templates for use in social media and email communications. This initiative will focus on:

- **Amplifying Sales Impact:** Providing the sales team with tools that embody Aguettant's identity, ensuring consistent, effective, and engaging communication that resonates with their audience across digital platforms.
- **Streamlining Communication:** Offering a set of standardised, yet customisable templates and content that aligns with Aguettant's branding and messaging, facilitating uniformity and professionalism in all outbound communications.
- **Enhancing Brand Representation:** Ensuring that each interaction by the sales team reinforces Aguettant's core values, strengths, and market position, thereby strengthening its presence in the healthcare sector.

AGUETTANT

Vision: A Cohesive and Impactful Sales Communication Strategy.

Upon the completion of this project, Aguettant aims to have a revitalised approach to sales communications. The envisioned toolkit will:

- **Empower Sales Teams:** Equip Aguettant's sales professionals with the tools to communicate confidently and effectively, making every interaction count towards building stronger client relationships.
- **Reflect a Unified Brand Voice:** Ensure that all communications by the sales team are coherent and consistently reflect Aguettant's brand ethos, enhancing its reputation as a trusted name in the healthcare industry.
- **Facilitate Measurable Impact:** Enable sales teams to engage more effectively with their target audience, track the performance of their communications, and adapt strategies based on actionable insights.





OBJECTIVES

1. Develop Comprehensive Sales Communication Tools:

Create a range of versatile, easy-to-use templates and pre-approved content for email and social media channels. This ensures the sales team has access to resources that streamline their communication and align with Aguetant's branding.

2. Enhance Brand Consistency Across Digital Platforms:

Ensure all toolkit components reflect Aguetant's brand identity and messaging standards. This objective focuses on maintaining a uniform voice and style in all sales communications, strengthening brand consistency.

3. Facilitate Efficient and Effective Sales Communication:

Equip sales personnel with tools that not only save time but also increase the effectiveness of their outreach. This includes creating content that resonates with their audience, leading to better engagement and response rates.

4. Support Customisation and Personalisation:

While maintaining brand consistency, provide flexibility within the toolkit for sales representatives to personalise content, allowing them to address the specific needs and interests of their clients and prospects.

5. Enable Performance Tracking and Adaptation:

Integrate metrics and feedback systems within the toolkit to track the effectiveness of different communication strategies, enabling sales teams to adapt and refine their approaches based on measurable outcomes.

6. Empower Sales Team with Up-to-Date Resources:

Regularly update the toolkit with fresh content, insights, and best practices, ensuring the sales team is equipped with the most current and relevant information to engage with clients effectively.

7. Train Sales Personnel on Toolkit Utilisation:

Implement comprehensive training for the sales team, ensuring they understand how to effectively utilise the toolkit and align their communication strategies with Aguetant's overall marketing goals.





DELIVERABLES

1. Toolkit Design and Content Creation:

A set of customisable email templates designed in line with Aguettant's branding.

A collection of pre-approved social media post templates, including graphics and text options.

A library of content pieces, such as infographics, short videos, and text snippets for easy use in digital communications.

2. Brand Consistency Guide:

A comprehensive guide outlining Aguettant's brand voice, style, and messaging for uniform communication across all digital channels.

3. Customisation Guidelines:

Detailed instructions on how to personalise the templates and content effectively while maintaining brand consistency.

4. Performance Tracking Tools:

Integration of analytics tools within the toolkit for tracking engagement metrics on emails and social media posts.

Templates for reporting and feedback to measure the effectiveness of different communication strategies.

5. Training Programme for Sales Team:

Development and delivery of a training program to educate the sales team on utilising the toolkit effectively.

Training materials such as user manuals, how-to videos, and FAQs.

6. Update and Maintenance Plan:

A schedule for regular updates to the toolkit with new content, templates, and best practices.

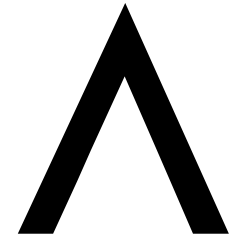
A maintenance plan detailing the process for updating and refining the toolkit components based on feedback and performance data.

7. Pilot Program and Feedback Collection:

Implementation of a pilot program to test the toolkit with a select group of sales representatives.

A feedback collection mechanism to gather insights from the pilot program for further refinement of the toolkit.





TIMELINE

WEEKS
01-02

Project Initiation and Planning

- Kick-off meeting with key stakeholders.
- Define the scope and initial requirements of the toolkit.
- Establish the project team and assign roles.

WEEKS
03-04

Toolkit Design and Content Creation

- Develop email and social media post templates.
- Create the initial library of content pieces (infographics, videos, texts).
- Draft the Brand Consistency Guide.

WEEKS
05-06

Customisation Guidelines and Analytics Integration

- Develop guidelines for personalising templates and content.
- Integrate analytics tools for performance tracking.
- Finalise and review toolkit components for consistency.

WEEKS
07-08

Training Programme Development

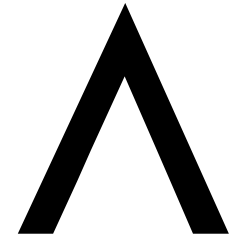
- Design the training programme for the sales team.
- Prepare training materials and documentation.
- Schedule training sessions.

WEEKS
09-10

Pilot Programme Implementation

- Launch a pilot programme with a select group of sales representatives.
- Monitor the usage and gather feedback.
- Make necessary adjustments based on pilot feedback.





TIMELINE

WEEKS

11-12

Toolkit Finalisation and Full Team Training

- Finalise the toolkit based on pilot feedback.
- Conduct training sessions for the entire sales team.
- Distribute the toolkit and training materials.

WEEKS

13-14

Toolkit Launch and Post-Launch Support

- Officially launch the toolkit to the sales team.
- Provide ongoing support and address any immediate queries or issues.
- Start the first cycle of the Update and Maintenance Plan.

WEEKS

15-16

Review and Feedback Analysis

- Collect initial feedback from the sales team.
- Analyse usage metrics and effectiveness.
- Plan for the next update cycle based on feedback and analytics.





BUDGET

1) PROJECT INITIATION AND PLANNING	
Meetings and Initial Setup:	<i>£1,000</i>
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2) TOOLKIT DESIGN AND CONTENT CREATION	
Template Design (Email and Social Media):	<i>£5,500</i>
Content Library Development (Graphics, Videos, Texts):	<i>£4,500</i>
Brand Consistency Guide:	<i>£2,000</i>
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3) CUSTOMISATION GUIDELINES AND ANALYTICS INTEGRATION	
Guidelines Development:	<i>£1,000</i>
Analytics Tools Setup:	<i>£1,000</i>
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4) TRAINING PROGRAMME DEVELOPMENT	
Training Material Creation:	<i>£1,500</i>
Trainer Fees:	<i>£1,000</i>
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5) PILOT PROGRAMME IMPLEMENTATION	
Pilot Testing and Feedback Collection:	<i>£1,000</i>
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6) TOOLKIT FINALISATION AND FULL TEAM TRAINING	
Final Adjustments:	<i>£1,000</i>
Training Sessions:	<i>£1,500</i>
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7) REVIEW AND FEEDBACK ANALYSIS	
Post-Launch Review:	<i>£1,000</i>

TOTAL BUDGET: £22,000

THANK YOU FOR YOUR TIME

Contact us on:

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