

9

**Sales &
marketing
mistakes...**

**Contract
Manufacturers**
make resulting in
an unpredictable
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disappointing
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9 sales & marketing mistakes Contract Manufacturers make resulting in an unpredictable pipeline & disappointing revenue growth:

01

No clear value differentiator

Leading to low marketing and sales conversion rates and price commoditisation.

02

Lack of a dependable strategic plan

Resulting in wasted effort, difficult to measure results and poor growth.

03

Putting tactics before strategy

Lacklustre sales and marketing results, missed revenue targets and poor marketing ROI.

04

Sticking to dated sales techniques

Limited sales impact on the pipeline, high waste of sales time and lost market share.

05

Lack of sales & marketing alignment

Continued poor quality lead generation and wasted sales time, with the slow rate of improvement causing lost competitive advantage.

06

Undervaluing the importance of your brand in lead generation

Higher cost per lead generated, resulting in poor sales and marketing return on investment.

07

Brand messaging is not customer-focused

Marketing efforts fail to attract and engage right-fit prospects, fostering lost opportunities and missed revenue targets.

08

Undervalue the role of marketing in today's sale

Significant friction in the marketing and sales funnel, with inefficiency and waste in revenue operations impacting margins.

09

Lack of educational content

Only attracting prospects late in their buying cycle, driving lower sales conversion rates and wasted time providing comparative RFQs.

Do you want to build a predictable pipeline of good-fit opportunities for your contract manufacturing business?

Book your FREE Pipeline Growth Strategy Call

In this free one-hour interactive strategy call, you will explore the strategies we've learnt from supporting many contract manufacturers to build highly predictable pipelines of good-fit opportunities.

The Pipeline Growth Strategy call is 1:1 with our founder and lead consultant, Jeremy Knight. On the call, Jeremy will share his insights to build your understanding of the strategies you can use to get recognised and trusted in the market, build a reliable and robust pipeline of good-fit opportunities, and maintain your margins.

Spaces are limited.

[Book your call now](#)