

Strategy Planning and Execution

C3 helps Avison™ build their 3-Year Strategic Plan

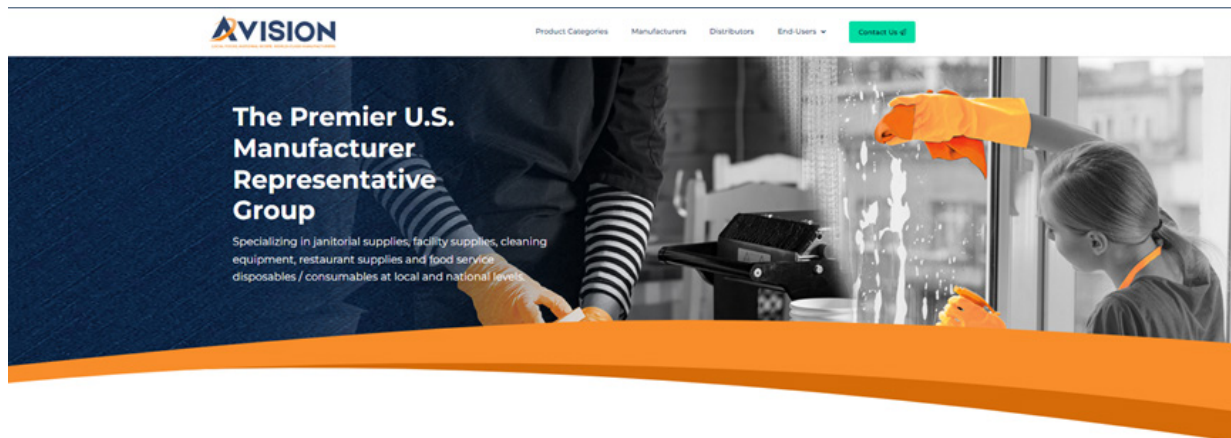
Client Background: Newly formed National Manufacturing Rep Group needed to build their Vision, Value Proposition, and Strategy for their organization. They brought several independent rep groups together with the focus on being the best National Rep Group within the Janitorial and Food Service Distribution Channels.

Challenges: With the new organization, there was specific needs around Sales, Marketing, Market, Operational were other disciplines to bring overall executional effectiveness. Identifying all aspects of building a strong functional team and creating focus towards common Objectives and Goals were paramount.

Solution: C3 worked with the Avison leadership team to build the vision, messaging and ultimately their Strategic Plan that would guide and support their growth goals. With ongoing project

management of the plan with their leadership helps them to continue to work in their business while C3 helps them on the continual work on their business. C3 rolled up their sleeves to do some of the heavy lifting with some of the major Strategies and Initiatives.

Results: Built a 3-Year Plan that supports their vision for growth, helped to align all leaders on the main objectives for the organization, critical Strategies with leadership management are assigned with key teams working towards development and execution defined critical strategies with leadership management, and assigned key teams working towards development and execution.. Launched a key Sales Enablement Platform to align the sales teams with key Distributors, Manufacturers, providing critical sales and marketing content for delivery to their distributor partners and ultimately the end user.




Local Focus, National Scope, World Class Manufacturers

Avison's strength lies in its people, who have developed long-term local ties with distributors and commercial end-users.

Representing best-in-class manufacturers, the Avison Team is the go-to organization for outsourced sales and marketing in all 50 states.



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Learn more about AIM at www.c3team.com.

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