

Strategic Programs

Some \$50 billion of media advertising is financed through **co-op programs**. With over ten years experience, PLJ Marketing can create and/or manage co-op programs to increase marketing opportunities and ultimately ROI.

A **Loyalty Program** has a proven ability to increase average transactions, order frequency, and customer lifetime value.

Sales Plans serve as your guide to empower you and your company in the real world.

1. Summarize Objectives
2. Identify Strategies
3. Assess Prior Sales
4. Segment Customers
5. Set Objectives
6. Develop Action Plans
7. Key Accounts Plans
8. Monitor Results
9. Sales Planning Cycle
10. Executive Summary

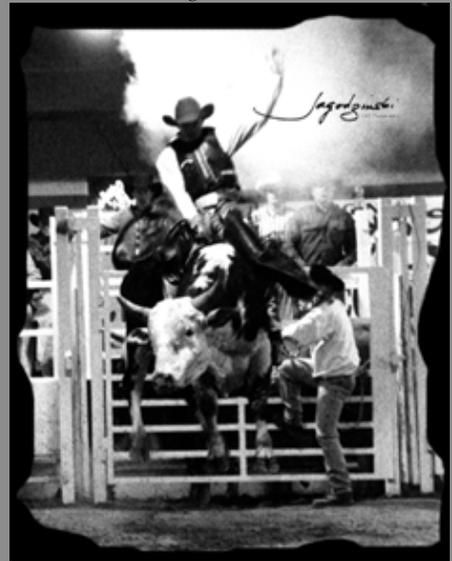
Clearly the expectation is that this guide will become a highly productive planning and monitoring tool that will directly impact your business.

Marketers are being forced to find new ways to be more creative, effective and above all accountable.

PLJ Marketing can assist you in **PLANNING, MANAGING** and **DELIVERING** results!

PLJ Marketing has been creating and managing **Strategic Programs, Budgets and Marketing Plans** for decades.

Photograph *"Experience, Risk and Knowing Your Limits!"*



by CKJ Photography