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COMMERCIAL EXCELLENCE

# defining priorities

how the SWOT analysis helps  
create the growth strategy

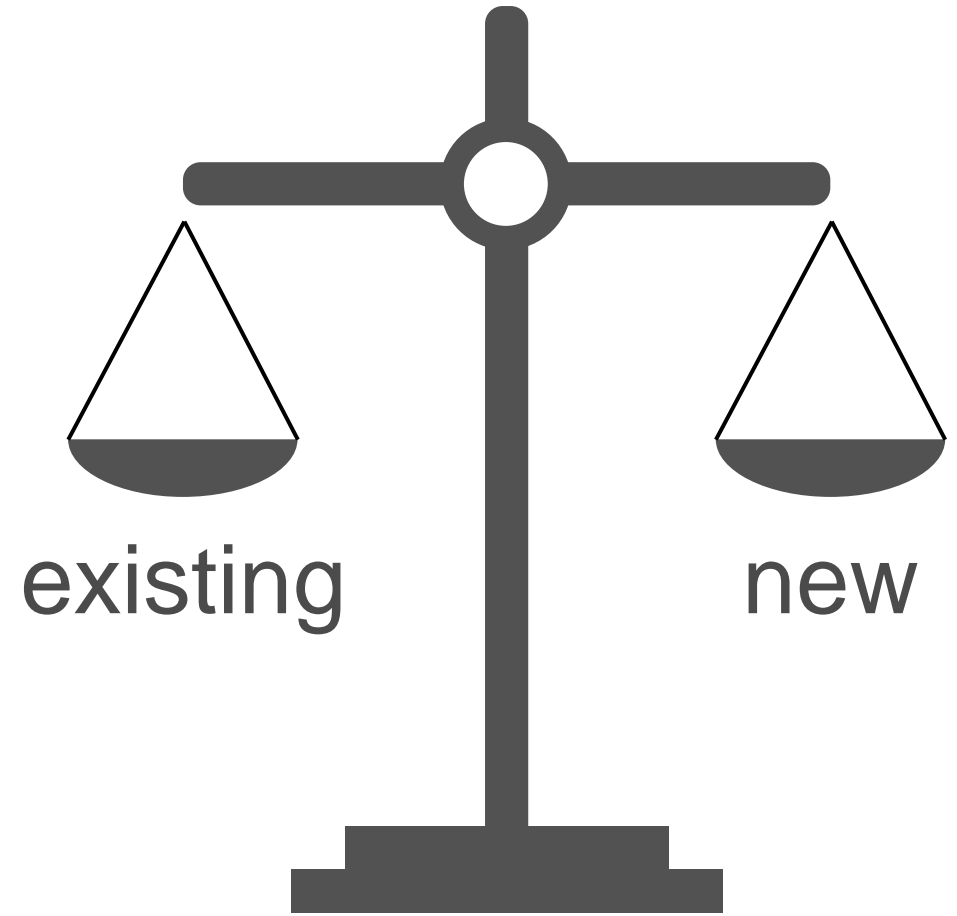
how we **develop strategy**  
directs the actions we take  
and the results we'll get

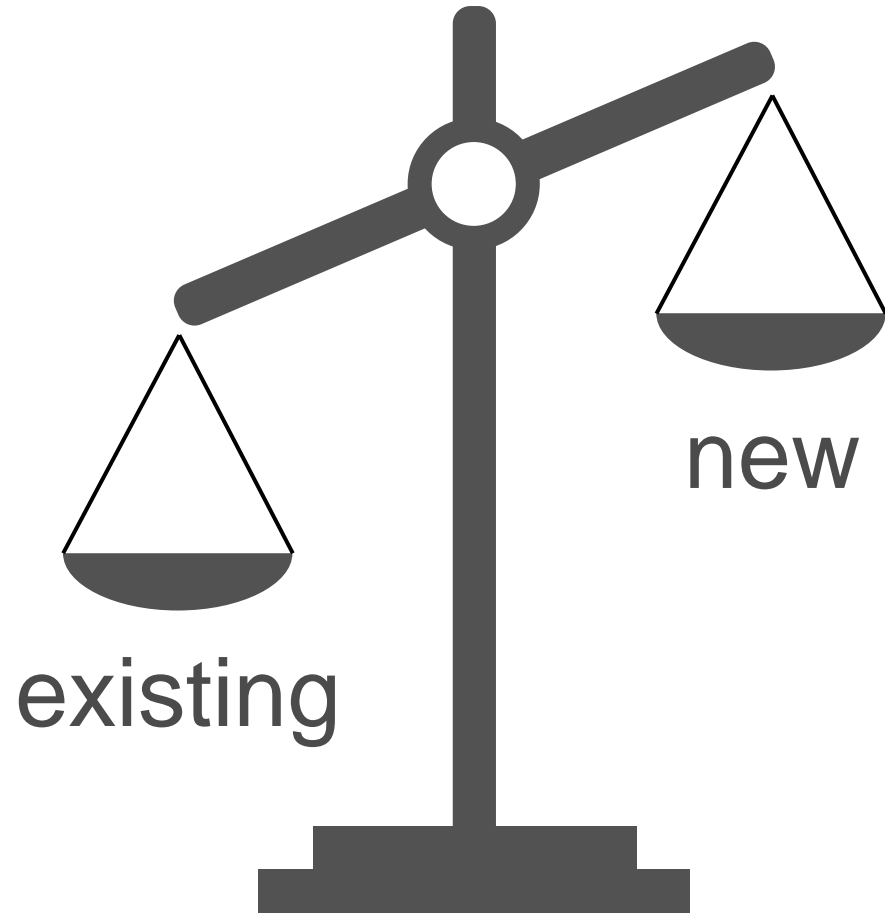


# **sales strategy**

- targets new customers
- develops current customers
- improves profitability
- protects existing sales
- builds brand strength

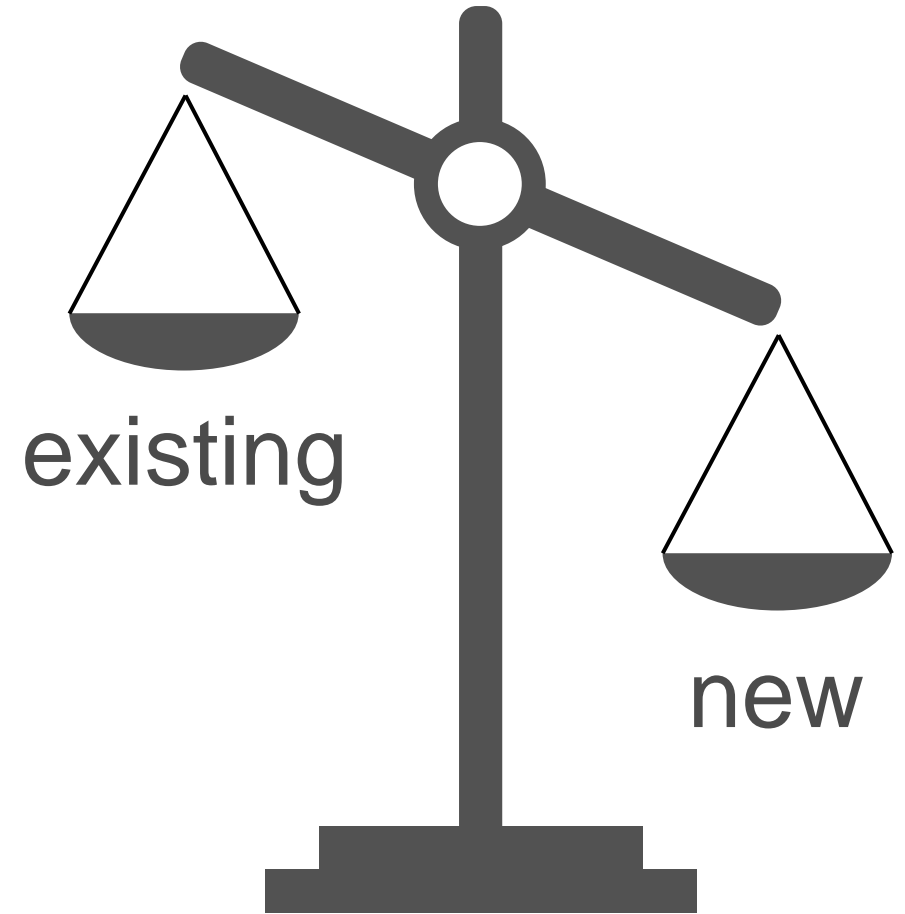
a robust strategy  
balances the desire to  
seek new opportunities  
with the need to protect  
the existing business





too much time spent  
protecting the existing  
business could result in  
new and exciting  
opportunities being missed

too much time seeking new  
and exciting opportunities  
could result in gains being  
offset by avoidable losses  
on the existing business



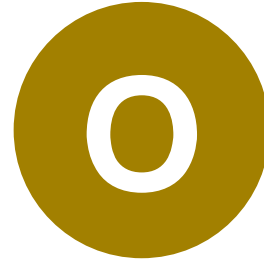
base strategy on what you do  
**best and better than others**



strengths



weaknesses

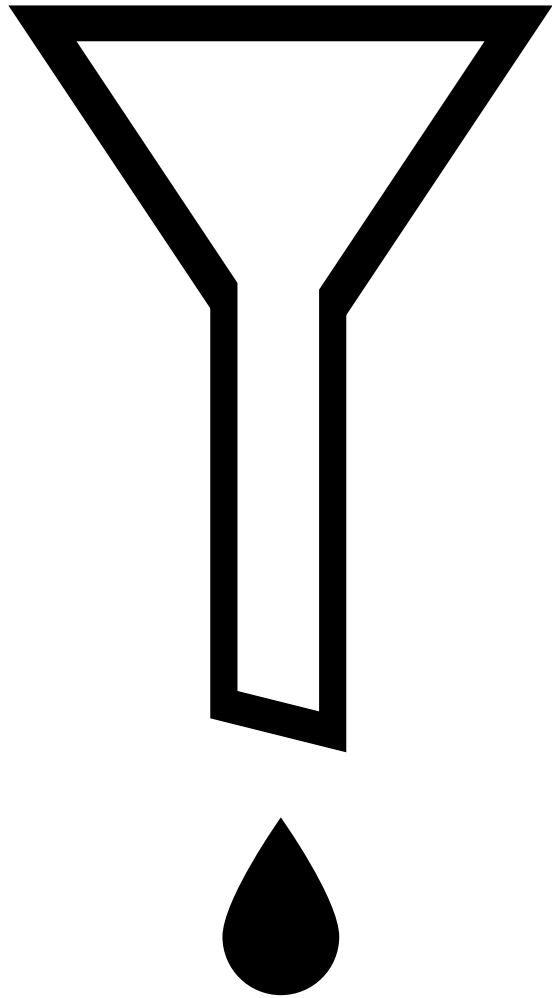


opportunities



threats

the SWOT is a simple yet powerful way to  
**capture** and **organise** the information pertinent  
to developing the strategy

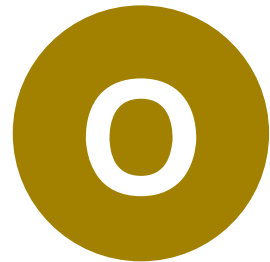


it is easy for the SWOT to become too big and unwieldy so we must keep it **succinct** and **meaningful**:

- strengths and weaknesses that are unique to us
- opportunities and threats that are relevant and actionable

# big opportunities

that we are very well placed to make the most of  
due to our strengths, much more so than others



x



opportunities

strengths

# big challenges

that could really hurt us due to our weaknesses,  
much more so than others

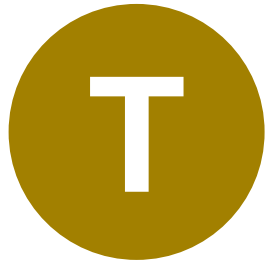
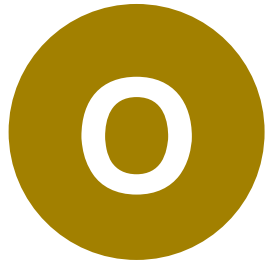


threats

x



weaknesses



opportunities x weaknesses  
opportunities we  
could miss out on

opportunities x strengths  
opportunities we can  
make the most of

threats x weaknesses  
threats that could  
really hurt us

threats x strengths  
threats we should  
be able to manage

priorities are, by definition,  
more important than anything  
else so only define a **handful**

if we have identified  
numerous big opportunities  
then to we need to look  
deeper to determine which  
are the **biggest** and **best**



opportunity

>>

**attractiveness**

a deeper look into  
size, profitability, cost  
and risk

strength

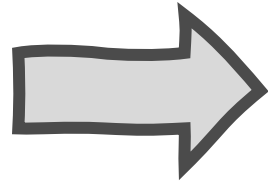
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**ability-to-win**

a deeper look into  
value chain strengths  
and capabilities

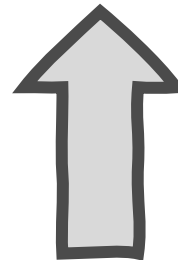
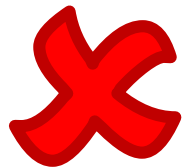
**attractiveness**

how can we  
improve our  
“ability-to-win”



**ability-to-win**

what could  
make this more  
“attractive”



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