



“Writing the Products Section of Your Marketing Plan for a Business Turnaround”

André Larabie

If your company is failing and in the process of a business turnaround, you will need to provide a Marketing Plan to those key players who will be involved in the reorganization and possibly the refinancing of your transformed business. The Marketing Plan is the most important section of the overall turnaround plan because it outlines all of the strategies that will be employed in the business model of the transformed company.

The Marketing plan should also be a standalone document, so when constructing the Products section, it will need to contain enough detail so the reader can understand all the information about the products and services of the new company, why these products and services will be employed, and what the underlying strategies are for their employment in the new company. You cannot rely on the overall turnaround plan to give that information, so give enough detail in this section (the marketing plan).

Here you will list the products and services you sell to your customers. If you sell products in remote locations for example, you should include a list of any job sites you intend to service during the post-turnaround phase, the estimated customers, and an estimate of the sales these customers will make at each location.

Include a summary page that shows all of the projected sales figures combined to give total sales figures for all customer sites added together. Break this section out into one that deals specifically with products and one that deals specifically with services.

Remember: in some cases, the marketing plan will be extracted from the



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overall turnaround plan and distributed separately, so if you need to be redundant (the Products section is one where you likely will), do so.