

Moreno's Sales and Marketing Due Diligence

Opportunity

- Millions are invested at startup, scale up, or on (re-) financing phase
- Financial due diligence is invariably thorough
- Levers of growth will always be brand, product, audience or data focused
- However Marketing, Sales and Product due diligence does not receive the same level of focus or objectivity...

"While the M&A outlook is positive, a sizeable chunk of transactions still fall short of achieving the results initially envisioned. Corporations and private equity firms pin the most blame on external factors, but recognize the need for more effective due diligence and integration to make sure revenue projections materialize."

Deloitte Trends Report 2019

Our offering

1. An assessment of marketing strategy, readiness for market and growth.
2. An independent commercial due diligence audit focused on Marketing, Sales and Product capabilities.
3. A hands-on scale up phase to build solid marketing foundations to achieve goals and, if required, an experienced network of marketing professionals, data experts and product specialists to evaluate and optimise the opportunity.

Key questions answered

- What is the real quality of the data?
- Is the brand fit for purpose and scalable?
- Can the marketing budget sustain the growth targets?
- Are there predictable revenue streams?
- Is there a strong roadmap for product development based on identified and evidenced consumer need?
- What are the marketing resources and infrastructure required to achieve the goals?
- How robust are the leads and sales pipeline
- Is the sales funnel optimised?

We work collaboratively with our clients to answer the hard questions to ensure the organisation is making the smart decisions for growth and a return on investment.

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