

# Automotive Marketing Company Increases Productivity through Strategic Planning

## Case Study

### THE COMPANY

ABN is an automotive marketing company that provides benefits programs, consumer education, “live auto assistance”, a dealership network, and technology programs to help consumers find the right car.

### THE CHALLENGE

ABN had several key initiatives they wanted to implement, but they were lacking a strategy and processes that would allow them to accomplish their goals. The ABN team realized they were not working cohesively towards the same outcomes.

### THE SOLUTION

ABN selected The Business Practitioner (TBP) to guide them through a strategic planning process. TBP worked with the management team to clarify the vision and mission of the company and to create a 12 month operational plan, company processes, and 90-Day action plans. This allowed team members to remain focused and clear on both the company and their individual goals and objectives within the organization.

### TESTIMONIAL

*"The Business Practitioner has taken ABN from unorganized to organized in a matter of 90 days. They brought the accountability our team needed. Even if things didn't go as planned they found alternate ways to execute on task. In this tough economy we don't see how we could afford not to work with them."* — O. Mayfield, CEO

### BENEFITS

- Organized team and saved time that was being lost
- Helped clarify needed resources
- Provided project & task management
- Promoted team cohesion
- Created a system for tracking and evaluation
- Increased productivity

### RESULTS

ABN's experience confirms the relevance of strategic action planning. ABN was able to streamline processes, automate their offline system and grow their team. ABN also took advantage of TBP's communication services, resulting in an industry white paper that allowed the company to emerge as thought leaders and branch effectively into a new market.

To find out more about The Business Practitioner's strategic planning solutions, Call 1-888-210-4539.