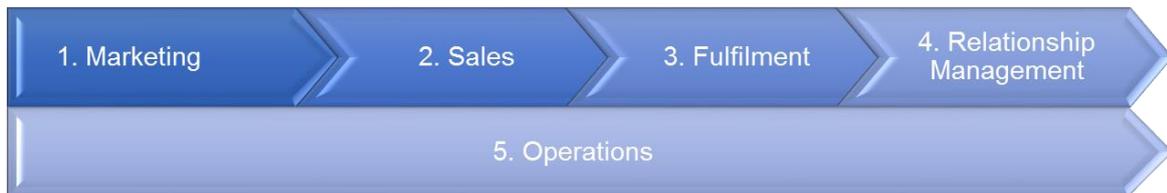


The 'Big 5' business processes framework

The tools provided here aim to help businesses perform better. The way that this can be achieved is by enhancing certain individual processes within a business - key processes that we call the 'Big 5', which provides a framework for categorising all activities within a business. The 5 processes are:

1. Marketing
2. Sales
3. Fulfilment
4. Relationship management
5. Operations

These processes cover the selling process all the way from customer acquisition to maintaining customer relationships for future sales. The whole process is underpinned by operational activities designed to keep everything running smoothly. This can be seen below:



In order to give your business the best chance of success, enough work needs to be done on each of these processes. This tool acts as a framework for business improvement, providing you with a way to structure your activities, and also directs you to some relevant tools for each individual process.

<p>Marketing</p> <p>Activities to attract enquiries from prospects (potential customers).</p>	<ul style="list-style-type: none"> • Marketing plan template • SWOT analysis template • Segmentation approaches
<p>Sales</p> <p>Activities that convert enquiries into customers who go on to make a purchase and provide revenue for the business.</p>	<ul style="list-style-type: none"> • Sales funnel template • CRM template • Past sales trends calculator • Sales and profit trend calculator
<p>Fulfilment</p> <p>The delivery of the products/services purchased by the customer.</p>	<ul style="list-style-type: none"> • Production and distribution worksheet • Customer buying process
<p>Relationship management</p> <p>The activities involved in retaining a customer, encouraging them to rebuy and to refer the business to other prospective new customers or prospects.</p>	<ul style="list-style-type: none"> • Net Promoter Score (NPS) calculator • Customer buying process
<p>Operations</p> <p>The processes involved in employing people, managing infrastructure (e.g. facilities), fixed assets, inventory and IT, managing finances/insurances/taxes/contracts, managing risks etc.</p>	<ul style="list-style-type: none"> • Financial calculators (Finance and cash flow) • Behavioural interview questions • Legal marketing considerations for businesses • Mapping out business processes using SIPOC