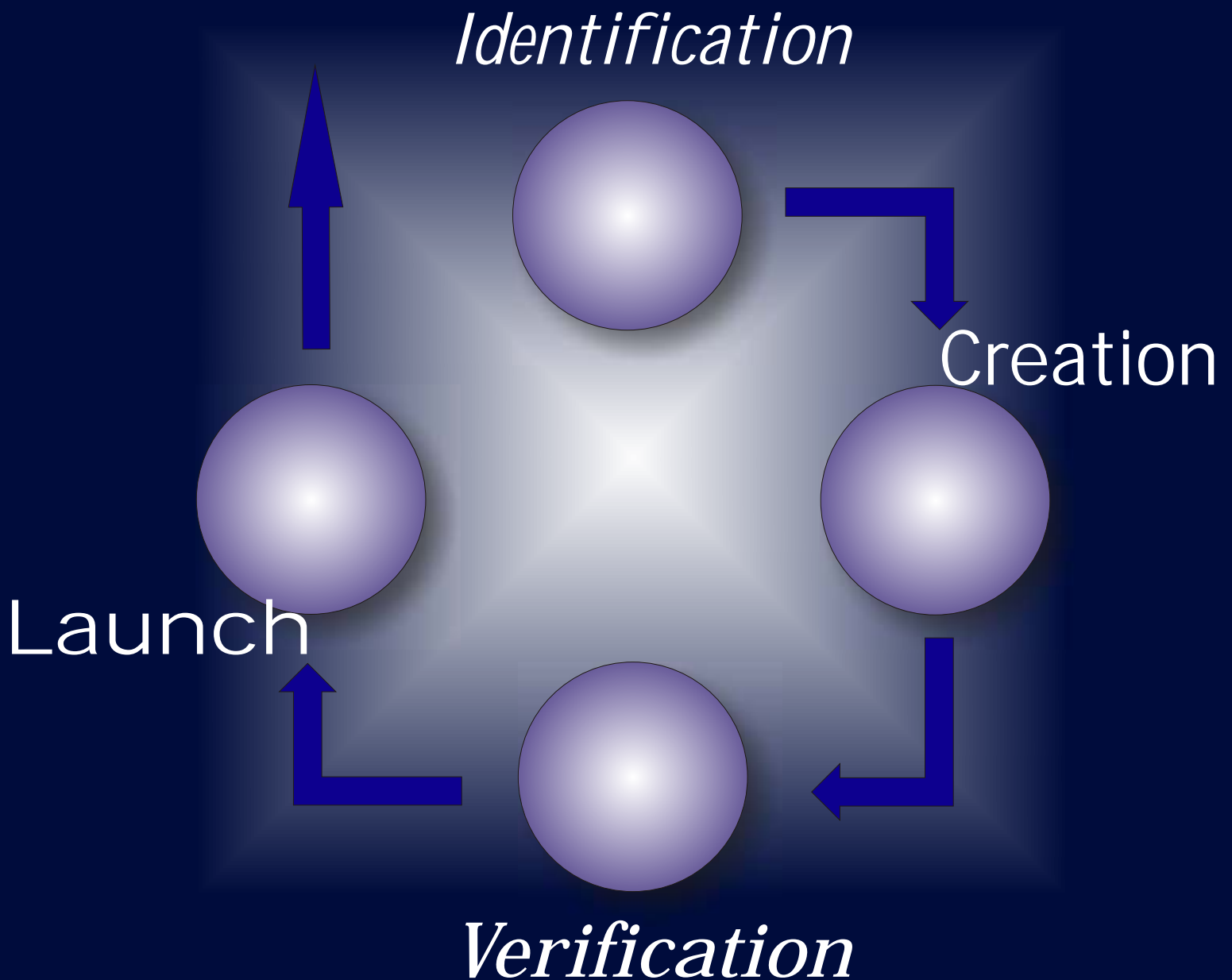

MarketFinder



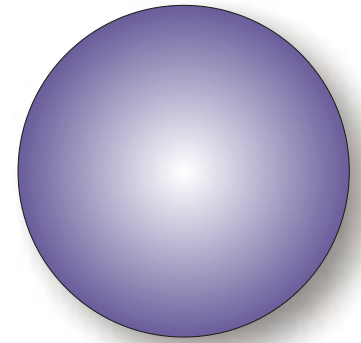
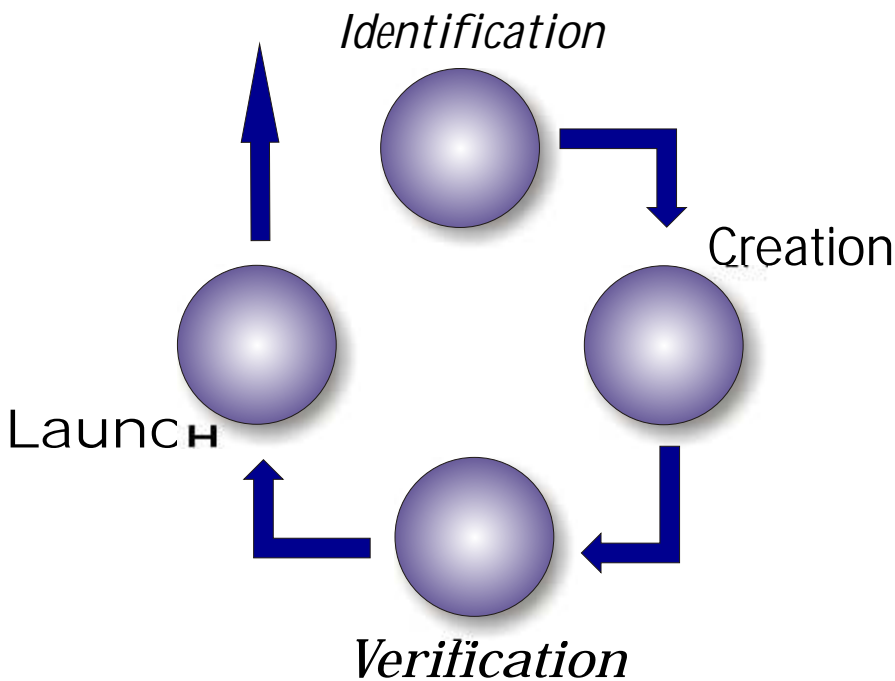
A Proven Marketing Program That Uncovers Profitable New Markets for Existing Products

Find tomorrow's markets For today's products & services

Businesses depend on new sales to survive, but in today's hyper-competitive environment, finding profitable new markets can be an overwhelming challenge. That's where **MarketFinder**, from Magnitude Marketing, comes in.

MarketFinder is a proven program that identifies lucrative new markets and creates a value proposition for your current products and services that lets you capture the maximum return on investment (ROI). It has helped companies generate **millions of dollars in sales** with a bottom-line ROI of **more than 400%**.

The MarketFinder program includes these four interlocked phases:



Identification

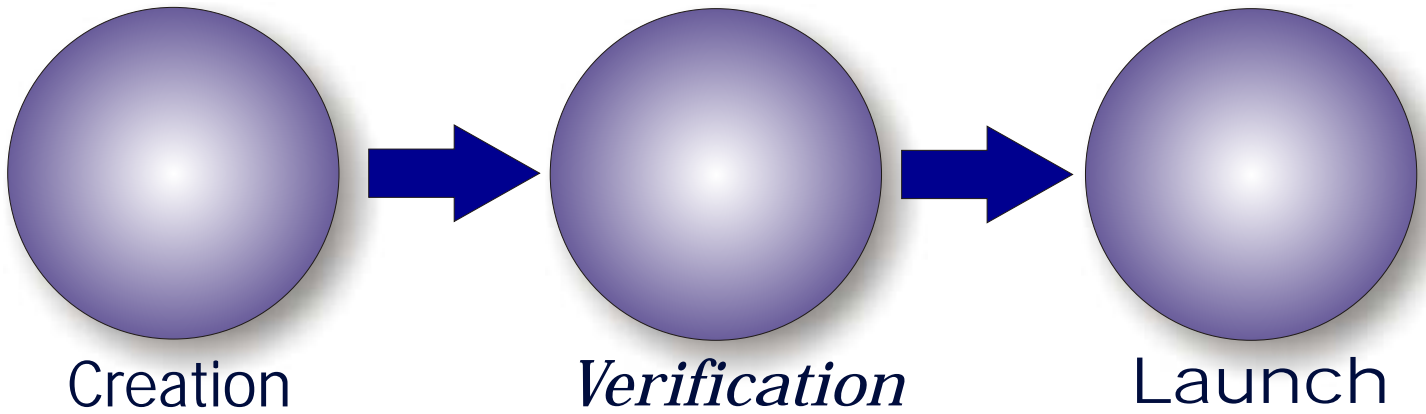
MarketFinder starts with an audit of your current sales & marketing efforts, looking at today's customers, channels and profitability.

It then pulls together an internal meeting that gathers the existing information within your company regarding potential new markets. Typically, this "Summit" runs between 1.5 to 2 days and includes experts from both your organization and any partners that have experience in the market. These experts might include product marketing, engineering, sales personnel, distributors, etc.

During the Summit, the group takes part in a variety of brainstorming and breakout sessions including:

- 1) Analyzing your current position in the proposed market segment
- 2) Identifying the strategic sub-segments where you should focus your initial efforts
- 3) Determining the 'ideal customer' and critical problems/issues/trends
- 4) Creating a value proposition that encapsulates your benefits of the family of products and services
- 5) Organizing a 'whole product' solution that meets the needs of the market

In our experience, these Summits can generate between 50 and 60 pages of notes, concepts and ideas. This allows us to pull together the best practices that have evolved over time, refine them, and create a single key message targeted at the top customers within your most profitable new market segment.



The second phase is to distill the output from the Summit into a presentation that can be shared with customers and prospects. The goal of Phase II is to quantify the true value of your product & service offering. A *benefit* only becomes a *value* when you can define the actual **dollars and cents** that it provides to customers, either by increasing their revenues or decreasing their operating costs.

This completely changes the nature of your competitive position in the market. By focusing on value, you

Once the internal team is comfortable with the value message, it's time to test it against real market needs. This is initially done in the controlled, 'safe' environment of a Roundtable, where 10 to 15 prospects are invited to participate in evaluating your new product/service proposal.

Like the Summit, the Roundtable lasts from 1.5 to 2 days. Key customers are brought in with the understanding that they will hear about your latest product and service developments and have an

The last phase is the final refinement of the value proposition, based on feedback from the Roundtable. In this phase, we create a 'white paper' that discusses the most lucrative market for your products and services and the issues customers face. The goal is to identify significant problems, issues that would be considered mission critical, and that require immediate attention. The white paper then clearly spells out the value proposition that your company offers to solve those problems.

While the White Paper is meant to be



move beyond fact/feature/benefit selling; you show how you will have true bottom-line impact on their business. This allows you to take your message to C-level managers who can appreciate the value of what you bring.

The presentation concentrates the wisdom of the Summit into a single, value-based proposition. It also captures the monetary impact on revenues and operating costs, by showing how your 'whole product solution' will affect the way customers do business in the future.

opportunity to provide feedback that will impact the direction of your company.

During the Roundtable, we use the presentation from phase II as the core of the meeting. The customers are asked for their honest feedback. If an idea is faulty or just plain wrong, we want them to tell us. Negative feedback is just as important as positive; it keeps us from making mistakes in terms of our ultimate message.

a stand-alone document that can be shared with customers, it also serves as the foundation for all future sales and marketing collateral that are created to penetrate the marketplace.

A key element of the white paper is the 'elevator speech'. This brief summary acts as the theme of the paper and provides the 'take away' message that we want all customers to remember. It is also the one message that the sales force includes in every sales call and every letter, as a way of reinforcing your value proposition.

TESTIMONIALS

“Magnitude Marketing helped facilitate our first 'National Roundtable' that included facilities managers from retail stores and major Building Service Contractors. Their feedback allowed us to refine our message and create a model called 'Complete Equipment Outsourcing'. The CEO program became the basis of the final BSC/Retail white paper that was created.

“The results have been outstanding: First, we generated more than **\$4.3 million** in sales from the attendees of the Roundtable, which was almost 25% of the company's entire sales to all corporate accounts from the previous year. I estimate that we received nearly a **400% bottom-line return** from your MarketFinder program and subsequent sales efforts.

“In addition, the resulting white paper you wrote was accepted by PRSM (Professional Retail Service Maintenance), a leading industry trade publication, and was printed almost verbatim as a **six-page feature article**. The timing could not have been better. The article (worth about \$25,000 in free publicity) appeared in the issue just prior to the national PRSM trade show in April.”

Jim Lombard, Vice President, Castle Rock Industries

“Three years ago, we employed the services of the McKinsey Company in an expensive, time consuming analysis of the education market, which resulted in a plan that was ultimately impossible to implement successfully. Your Summit used limited but effective resources by brining in just the right people who could contribute real knowledge to this market. Through your guidance, over just two days, **we produced more useful information than McKinsey Company produced for us in a month**. And we finished with a plan that the team owned, not one that was fed to us.”

Robert Abrams, Business Manager, Windsor Industries

“With your help, I united the company behind our new strategic plan and in my first quarter as CEO, we achieved the largest quarterly revenue numbers in company history, and **drove yearly sales up by 340%**. MarketFinder would be an excellent program for *any* company's sales & marketing organization.”

David Micek, Chief Executive Officer, Zeus Wireless

ADDITIONAL MAGNITUDE SERVICES

Marketing – Advertising – Public Relations

Marketing Planning, Sales Training

Event Coordination, Team Facilitation, Video Production

as well as writing, design & layout for:

Magazine Ads, Brochures, Technical Manuals



**Magnitude
Marketing** LLC
The Art of Business Communication

36 Kathy Court
Hamilton, OH 45013
513/856-7130 Phone
513/856-7134 FAX
Fnwiley@aol.com