

THE REVENUE ACCELERATOR™

Published by The Market Development Group, Inc.



Providing Business Growth Solutions

3rd Quarter 2006

FROM THE EDITOR

Welcome to the third issue of **THE REVENUE ACCELERATOR™**. This publication was established as a direct result of recommendations from a recent Market Development Group, Inc. (MDG) client satisfaction survey. The purpose of the newsletter is to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. This issue will focus on effective sales messaging, sales turn-arounds and search engine marketing. The MDG staff encourages our readers to give feedback on the articles included in this newsletter. We welcome any suggestions of articles or topics you would like to have included in future issues.

Eric W. Wiedenmann

President
Market Development Group, Inc.

MISSION

Our major goal is to provide timely, practical and original solutions for the purpose of increasing sales and profits quickly and cost effectively.

COMMENTS/FEEDBACK

We encourage your feedback about the content and topics of this newsletter.

Please submit them to **Eric Wiedenmann** at ericww@pacbell.net or call (925) 648-0680.

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The One Page Sales Plan™

By Eric W. Wiedenmann
Market Development Group, Inc.

A customer is and always will be a company's most valuable asset because without a customer a business would not exist.

In order to help our clients grow their most valuable asset, Market Development Group, Inc. (MDG) developed The One Page Sales Plan™ (OPSP). This OPSP evolved out of MDG's customer satisfaction, benchmarking and market potential projects.

The OPSP can be completed and implemented quickly and cost effectively in 4 steps. Here is how it works:

Step 1	List your top customers.
Step 2	Put the annual revenue that you received from each of your customers in the past 2 or 3 years in column 2.
Step 3	Ask your customers what your company needs to do to earn more business from you.
Step 4	Set up action plans to gain more sales.

The following is an example of a OPSP template that includes the 4-step process:

Step 1 Customer Name	Step 2 Historical Sales Revenue (000)			Step 3 What Customer Wants You to Do to Earn More Business	Step 4 Action Plans
	'03	'04	'05		
A	\$	\$	\$	___	___
B	\$	\$	\$	___	___
C	\$	\$	\$	___	___
D	\$	\$	\$	___	___

The benefits of the OPSP are:

1. Can be done quickly and cost effectively.
2. Your customers will feel that you care about them because you are asking them for constructive input.
3. The plan is measurable and actionable.
4. You have a higher probability of achieving your sales and profit goals.
5. It works for manufacturing, distributing and service providers.

MDG's clients have achieved double-digit sales growth and have gone from net losses to profitability within 3 to 6 months after creating and implementing the OPSP.

The 4th quarter 2006 issue of *The Revenue Accelerator* will have actual real-life examples of the MDG OPSP. If you would like to receive them sooner, please call Market Development Group, Inc. directly at (925) 648-0680.

Eric W. Wiedenmann has held executive marketing and business development positions at Masco, Avery Dennison, British Petroleum and CBC Industries. He founded MDG (www.marketdevelopment.net) in 1998, which is based in Danville, California. MDG clients include Fortune 500 companies, mid-sized and startups nationwide. Mr. Wiedenmann received a B.S. in Economics and Marketing at Ashland University and an MBA from Northwestern University Kellogg Graduate School of Management. He is a lecturer at Ashland University and has published numerous articles. Mr. Wiedenmann has given business development speeches to various CEO and COO advisory groups. He lives in Danville, California with his wife, Anne, and son, William.

What Is A Brand Facelift Worth To Your Company?

By Victoria Hayden of The Hayden Group

Your company has a brand. Your brand is your company's identity and reputation. Your brand is the feeling your customers have about doing business with you. Your brand has a distinct personality that places your company in a unique space in the minds of your customers and the marketplace.

So how "fit" is your brand? Is it empowering revenue growth, or getting in the way? Is your brand as vibrant today as it was when you first started your company? Is your brand flexible enough to lead you through marketplace challenges you may be facing in the next six months to a year?

- *Do you need higher margin sales?*
- *Are you planning any significant product changes?*
- *Will you be making any significant pricing changes?*
- *Are you facing significant competitive pressures?*
- *Do you need to promote or defend against technological advancements?*
- *Are you planning geographic expansion?*
- *Are you moving into a new market space?*
- *Is your business model changing?*
- *Are you planning any mergers or acquisitions?*
- *Are you seeing significant economic changes or marketplace demographic changes that are affecting your business?*
- *Is your company "under new management?"*

If you have answered, "yes" to any of these questions you should add a brand facelift to your company's planned investments. The following three case studies from The Hayden Group make the point.

Software Company (SC) Moves into a New Market Space

Situation

SC was launching a new software product to move them out of the commodity space of Interactive Voice Response (IVR) and into the higher margin Customer Relations Management (CRM) space. The marketplace

has a limited view of SC as a technology tools provider.

Challenge

The Hayden Group (THG) was challenged to reposition SC as a leader in CRM, leveraging their leadership in IVR for credibility.

Brand Facelift

THG quickly crafted an updated positioning for SC, through their Fast-Track Branding Workshop™ process. Pulling through the updated positioning, THG created a fresh brand "look and feel" for SC. The new brand "look and feel" focused on benefits to the end customer, rather than on SC tech. The name and logo for SC were retained due to their positive equity. SC's refreshed "look and feel" was extended throughout an integrated marketing campaign around the CRM product launch. Elements of the campaign included:

- Sales kit
- Capabilities brochure
- Targeted metro ad campaign in national thought-leader pubs
- Direct marketing
- Web overhaul

Additionally, on a tight time frame, THG face lifted an exiting trade-show booth and developed supporting, "buzz-worthy" trade show collateral. Equally importantly, the new campaign was extended and embraced internally to further effect the transformation of SC from a technology tools provider to a CRM company.

Results

How did SC's investment in a brand facelift pay out? The facelift paid out both quantitatively and qualitatively.

- Revenue was up by 20% year over year.
- The average price of a sales transaction went up by 40%
- Service revenues—their highest margin business—increased by 25%
- Customer satisfaction ratings increased 20%
- Strategic acquisitions and alliances were facilitated with SRI, Stanford and Edinburgh University.
- Star employee recruitment, as well as employee hire-back and retention, were enhanced.
- The sales force gave a standing ovation at the sales kick-off meeting.

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What Is A Brand Facelift Worth To Your Company? (con't from page 3)

Financial Company (FC) Gives Old Product a Facelift

Situation

In the face of considerable competitive pressure to provide annuity data online, two companies in the annuity data sector merged under a new name. One company brought to the merger the flagship data resource product line of the annuity industry. That product, Product V, became the cornerstone of the new company brand.

Product V had been *the* source for annuity data for brokers and corporate investors for years. Product V began as a publication, then evolved to licensed software with both data and computational capabilities. Now FC wanted to offer Product V online.

Challenge

The main challenge was to re-brand Product V as the “better than ever” product line now offered online by the new larger company, FC. The equity of Product V needed to be protected, while convincing the marketplace that the old, tried-and-true Product V was still best in class in its online form.

The face lifted brand for Product V needed to be synergistic with new FC company brand. Remember also, that, as a newly merged corporation, FC had employees who had never sold Product V. It was important, then, to create ownership among those employees who had not sold Product V before the merger.

Facelift

Through the Fast-Track Branding Workshop™, THG refreshed the positioning for the V product line. A new product naming architecture was developed for V. The names leveraged the valued equity of the old V brand, while communicating a sense of “new and improved.” A series of integrated visual branding icons was created for the V product line to stimulate visual interest as well as clearly communicate that each product was part of the V line. As part of an overall marketing campaign, we extended the new Product V brand to:

- Sales presentations
- Trade show booths, and
- Direct mail to drive traffic to events.

Having completed the re-branding process for Product V, THG created graphic branding standards for all Product V marketing materials (brochures, data sheets, case histories) so they could be efficiently produced and revised by in-house staff.

Results

A little more than a year after Product V was re-branded, FC was acquired by its largest competitor. Since then, Product V has been bought yet again by a leading financial brand. Three years later, the Product V branding system THG created endures.

Printing Firm (PF) Re-Invents Itself as High-Margin Business

Situation

PF was a 40-year-old, family-owned printing business that used a high quality but declining silk-screen process. Their core customers were blue-chip retailers that relied on well-produced in-store marketing materials. Printing was becoming a commodity and not an art. Digital printing technology was driving costs down. Marketplace demand for production quality was diminishing. PF’s largest customer, a blue-chip clothing retailer, was going to cheaper printers. Both revenues and margins were dropping for PF.

Challenge

PF wanted to leverage its retail experience to reposition itself as an in-store marketing agency that offered higher-margin marketing services, supported by in-house production.

Facelift

THG crafted a new positioning for PF through its Fast-Track Branding Workshop™. An updated brand look and feel was created, starting with a new logo and tagline. The new look and feel was pulled through every marketplace touch point:

- Business cards and stationery
- Building signage
- Trucks
- Web home page
- Sales brochure
- Sales sheets
- Sales folder
- Dimensional mailer
- Direct mail postcards
- Premium items

THG created an integrated marketing campaign to reposition and drive leads.

Results

The direct mail campaign more than paid for itself in incremental revenue. And in keeping with a longer-term goal, PF was sold to an entrepreneur for the asking price.

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What Is A Brand Facelift Worth To Your Company?
(con't from page 4)

**So You Think Your Company
Might Need a Brand Facelift?**

Here's some free advice from The Hayden Group team of branding experts:

- The secret to creating an effective, enduring brand is positioning, positioning, positioning.
- Branding is much bigger than your logo.
- New is not always better; leverage your brand equity.
- Your true marketplace brand may reside in a product brand rather than a company name/logo.
- New brands must speak in a new voice; don't bother to make changes if you are not going to present those changes "front and center" to the marketplace.
- The secret to keeping an effective, enduring brand is consistency, consistency, and consistency.

For more information go to www.thehaydengroup.com to order the "The Hayden Group Marketing Launch Work Book," which can help you with branding or re-branding your company or product. Or contact Victoria Hayden at victoria@thehaydengroup.com, 650-473-9200.

CHOOSE YOUR KEYPHRASES WISELY

By Kevin A. Dean,
WSI Internet Consulting

Selecting the right keyphrases for your website advertising is the most important and most overlooked aspect of search engine marketing. Quality keyphrases are the lynch-pins to both natural and paid search marketing efforts. By finding and implementing the right keyphrases, a business owner can drive relevant traffic to their website and those visitors stand a better chance of ordering.

For the best natural search results, a site owner should concentrate on including no more than two or three keyphrases per page. Otherwise they are not “key” phrases any more. Therefore, keyphrase selection is very important. For paid advertising systems, an unlimited quantity of keyphrases could be used, but the cost of advertising becomes a factor.

Some business owners select keyphrases which too broadly describe their services. Other owners select phrases which are too specific to attract their intended audience. Owners often make poor keyphrase selection because:

1. The business owner intimately knows what services and products they offer
2. There is usually competition in their field of expertise
3. Searchers aren't necessarily looking for what they have to sell

There are dozens of types of insurance – life, health, auto, business, animal, dental, flood.... you get the point. On the other extreme, there are many types of plans and offerings from insurance companies – whole life, universal life, term life – for instance. Each one carries its own specific options and opportunities. By focusing too tightly on a specialty, there may be opportunities missed. In more technical environments, industry “buzz” words and marketing terms are bantered about. Most consumers have not heard about or do not understand industry buzz words or legal terms. Yet too often, these are the phrases used in titles and information on sites.

By deeply understanding the services and products offered, the business owner instantly thinks that their keyphrases must be directly related to their industry. For example, an insurance salesman sells “insurance”, and wants his site to be found when someone types “insurance” into a search box. Consider that there are insurance agents in every town for every type of insurance.

Google notes there are nearly 1 BILLION pages it could offer to the visitor requesting information on “insurance”

Searchers tend to look online to fill a need. They ask for help with local services, inexpensive services, best products, or to learn more. By understanding what your customers might look for online, instead of advertising what you sell, you will likely develop opportunities you had not previously thought about.

Here are seven items to consider as you determine the best keyphrases for your website or online advertising campaign:

1. Ask someone else what you provide as services or products – customers and prospects may provide valuable information
2. Identify the specific items and sub categories that might provide opportunities for adding more information online with deeper information
3. List adjectives that searchers might use when looking for your services – consider expense, quality, location, delivery, etc.
4. Use phrases based on the knowledge level of your buyers – possibly simpler terms for consumers, with more advanced terms for technical, legal, or professional consumers
5. Are you filling a need? “Lower my car insurance costs”, for instance, might be a popular keyphrase for those receiving their latest bill
6. Try synonyms – are there phrases which mean almost the same, and people might intersperse in conversation
7. Try personalization or branding – have your suppliers created products or services that have been advertised that you can create a page of information about on your site?
8. **BONUS:** Use an online keyphrase tool. Free ones are offered by Yahoo and Google, and subscription services like Wordtracker.com may reveal important keyphrases you never imagined

Think beyond your “elevator speech” list of things you provide. Remember you are not the only provider in your field. And by thinking more like a consumer of your wondrous goods and services, you will likely find less competitive, less expensive keyphrases which are more likely to drive the traffic you want to your website.

Kevin A. Dean is a Certified Internet Marketing Consultant and President of WSI Internet Consulting located in Fremont, CA. WSI focuses on Internet Marketing solutions for companies seeking to take advantage of the Internet in order to grow their businesses. Mr. Dean received his MBA from Worcester Polytechnic Institute in Worcester, MA and was VP Operations at Sipex Corp. in Milpitas CA from 1997 to 2002. He can be reached at kdean@WSINetAdvantage.com, www.WSINetAdvantage.com or by phone at (510) 687-9737.

About Market Development Group

Market Development Group Inc. (MDG) is a professional organization specializing in value added, quick turnaround and fast payback of sales, marketing and product management solutions for entrepreneurial, mid-sized and Fortune 500 companies. MDG has over 50 clients nationwide.

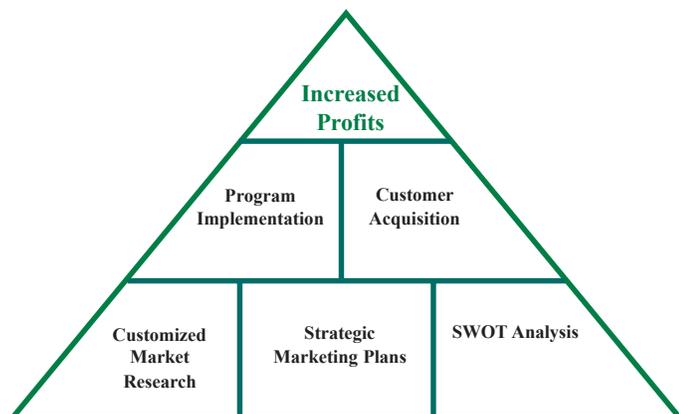
MDG Provides the Following Benefits to Its Clients

- 1) Revenue/profit growth by finding and developing **new sources of revenue**
- 2) Sales and marketing programs implemented **timely** and **cost-effectively**
- 3) Gathers and provides critical **market research** to help clients make **better informed strategic decisions**
- 4) Increased **competitive advantage** through “**SWOT**” (strengths, weaknesses, opportunities, threats) analysis

MDG Difference/Why You Should Work with MDG

MDG provides a unique blend of customized, practical, objective, timely and cost effective business development, market research/market intelligence and “road maps” to successful program implementation services. MDG’s mission is to deliver a fast R.O.I. to all clients. As an objective independent service provider, MDG is able to craft creative solutions for our clients. **MDG is the originator of “The One Page Sales and Market Development Plan”™.**

MDG’s Mission Critical Solutions Pyramid



What Our Clients Say About MDG

MDG was a significant factor in taking a business unit from six figures to middle seven figures. He has some "quick and dirty" ways of getting a lot of information without spending a lot of money and time.

Ron Prescott - President, RJP Inc.

He's dependable, he's thorough, he meets his deliverables, and he keeps you informed.

John Pendergrass - COO, TRW-Lucas NovaSensor

Eric is a very focused, cost-effective way to generate marketing information and strategic data.

Dave Marshburn - Sr. Director, Seagate Technologies

MDG provided me with a marketing plan that I could use to develop a larger client base. MDG can zero in on what the objective is, reduce some of the minutia you're going through, and put together a marketing program that really works for you.

Darren Merritt - VP, Boardwalk Investments

MDG is proactive, has excellent follow-through, and exceeds service expectations.

Todd Schuelke - Vice President, Eclipse Group, Inc.

Eric Wiedenmann is clear and to the point, and delivers what he says he will deliver when he says he will deliver it. Some consultants simply reconstitute their clients' information. Eric guides, directs, researches and produces. He has his opinions and doesn't shrink from presenting them in a direct yet respectful way. He cares about his work and is committed to his clients' success.

David Hingston - CEO, Sketch Team

Eric's willingness to take the extra step, spend the extra hours and pull the team together was a big ingredient to our current success.

Albert R. Steele - President, CBC Industries

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