



High Impact Business  
Growth Solutions

## ***THE REVENUE ACCELERATOR™***

**3rd Quarter, 2010**

[www.marketdevelopment.net](http://www.marketdevelopment.net) • (925) 648-0680



### **From The Editor**

Welcome to the 18th issue of The Revenue Accelerator™. This publication was established as a direct result of recommendations from a 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. 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/Founder

Market Development Group, Inc.

[ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net)

## Contents

### **2010 In Perspective**

By: Eric Wiedenmann

### **Customer Service: Your Real Competitive Advantage**

By: Eric Wiedenmann

### **How to Conduct an Effective Employee Survey**

By: Mark Nadler, PhD

### **Ready! Fire! Aim!**

*5 Major Reasons Why Start-Ups and Emerging Companies Fail to Reach Their Revenue Targets*

By: Bill Ezell

### **About Market Development Group, Inc.**

### **2010 In Perspective**

By: Eric Wiedenmann, President - Market Development Group, Inc.

Market Development Group, Inc. is not participating in this "Great Recession." We are providing our clients with solutions that accelerate revenue with current customers and identifying new sources of revenue from new vertical markets. These services are virtually recession proof.

Based on our observations, the companies that are beating this "Great Recession" do not merely serve their customers but immerse themselves in customer problems so they can offer up unique solutions. Also, they are doubling up on their number of sales calls and marketing efforts. They do not want to waste a good downturn as there are fewer competitors left standing and they can gain market share.

Here are examples of recent MDG client success stories:

- A manufacturer's revenues are up over 120% from 2009 since it focused on short-runs and prototypes which are services that China cannot not offer economically or quickly. They also hired additional salesmen to cover new territories.
- Another client is weathering the recession well since it is focusing on its a large service division for existing buildings that is counter-cyclical to new construction projects.

Both companies assess their customers and market trends on a regular basis through an independent objective third party (MDG) so they can discover more innovative ways to serve them while maintaining a continuous improvement program to enhance their over-all customer experience.

### **Customer Service: Your Real Competitive Advantage**

By: Eric Wiedenmann, President - Market Development Group, Inc.

In 2010, the real action is going to take place in the customer service arena. Customer service is the one of the most critical components that can make or break your business.

Customer service can be dynamic and your most powerful weapon in your arsenal of products and services. It can really transform the way your company is perceived by your customers. During this challenging economic climate that is cluttered with many branding messages, what really separates your business, product, service or brand from another is the customer service experience you provide. You cannot control your environment such as interest rates and taxes but the good thing is that you can control the customer service experience. If you would like to improve the customer service experience that you are providing to your customers, the first step that you should do is to conduct a customer satisfaction survey that will identify new revenue opportunities and discover actual or potential issues that could destroy your business. This will give your company the biggest ROI for the marketing investment.

In today's world of Blogs, Twitter, Facebook, and LinkedIn, an unhappy customer can tell millions of people about a poor experience with your company in a split second.

## **How to Conduct an Effective Employee Survey**

By: Mark Nadler, Ph.D. - MicroThink™, Inc.

It is a proven fact that engaged employees translate into delighted customers resulting in increased revenue and profits. Engaged and happy employees could be one of the few things under management's control that can result in a significant strategic advantage relative to the competition.

According to a recent study by The Gallup Organization (August, 2009), 67% of the employees in the United States are disengaged from their jobs. The Gallup study findings reveal that disengaged employees "sleepwalk through workdays" while actively disengaged undermine what engaged workers accomplish. Gallup estimates the cost of employee disengagement at \$350 billion a year.

One response to this problem is to conduct employee surveys to discover problem areas related to employee involvement, growth and development, recognition, work-life balance, and health and safety issues.

MicroThink's™, Inc. research and interviews with senior management of large and mid-sized companies reveal that employee surveys often miss the mark and fail to deliver what management expected. Conducting an employee survey is not easy. There are many things that could go wrong resulting in missed opportunities, loss of customers, and profits.

MicroThink™, Inc. has identified eight problem areas that could occur during the employee survey process. These eight problem areas listed below need to be addressed if an employee survey is to succeed:

1. Lack of purpose
2. Poor design
3. Poorly worded and improper questions

4. Failure to administrate
5. Poor timing
6. Failure to engage senior management
7. Weak data analysis
8. Poor report writing

In order for an employee survey to be successful, it must be embedded into the profit value chain. Most companies that do employee surveys never make it part of their strategic planning process. This is a critical and costly mistake in terms of revenue and profit growth since human capital and satisfied customers are a company's most valuable assets.

Making an employee survey into a strategic asset requires a systematic linking of an employee survey to increased sales and profit. MicroThink's™, Inc. solution is to link statistically our 5-Drive Model of Employee Engagement to various intermediate and long-term profit drivers such as 1) organizational commitment 2) employee job satisfaction 3) employee morale 4) employee productivity and 5) employee absenteeism and turnover.

We at MicroThink™, Inc. lay out ways of not only making an employee survey more productive but also making it a part of a company's link to future growth in revenue and profits.

For further information and a free consultation regarding employee surveys, contact Mark A. Nadler, Ph.D. at 419-685-3944 or e-mail at [mnadler@microthink.info](mailto:mnadler@microthink.info).

### **Ready! Fire! Aim!**

*5 Major Reasons Why Start-Ups and Emerging Companies Fail to Reach Their Revenue Targets*

By: Bill Ezell, CEO and Founder - Client Success Group, Inc

Working with CEOs of start-ups and emerging growth companies, we develop revenue strategies and validate them with revenue acquired from Early Adopters in key markets.

Our custom developed "Soft Launch" programs use strategies to quickly identify ideal markets and engage key targets to acquire revenue that validates our client's business plan. This process initiates revenue momentum and raises company valuations.

I mention this to start a discussion about the challenges facing CEOs of technology start-ups who will soon face their toughest challenge of transitioning their company from a R&D phase to revenue growth. Of the four recognized life cycles of a corporation, initiating revenue growth is the most difficult phase to achieve - and where most companies fail. *Why?*

### **Here's the Five Reasons We See Most Often**

1. **Ready! Fire! Aim!** (Market plan too broad to implement) Without key markets, targets and buyers identified, success is difficult. Marketing and selling messages are too general for prospects to understand. As a result, too much selling at the product level occurs often seen as erratic sales cycles, pricing pressure and inaccurate forecasts to

name a few.

2. **Too soon to sell?** Yes! Selling too soon is a major cause for start-up failure. Further, using distributors and outsourced sales channels to enter the market/new markets: These are great channels used at the wrong time. These channels fulfill demand and are paid a commission for doing this customer facing work. But you have no demand. Entering new markets and driving technology adoption through Early Adopters - your future business champions - is not the domain of fulfillment channels. You need business development skills specialized in creating demand who can validate your offering to ideal markets, targets and buyers.

3. **Too much focus on the product** - Understandably, developers of innovative technology take great pride in their accomplishments. However, Early Adopters seek to mitigate risk by seeking a relationship with the start-up. Executive credentials and vision, financial stability, market adoption, manufacturing, operations and how they will be supported are critical to understand before they will purchase your product. With too much focus at the product level, we often see Early Adopters accept the product's value but still fail to make a purchase, baffling CEOs of start-ups who usually react by lowering pricing or replacing sales people.

4. **Stop Selling...Start Listening** - Sales is not about selling. Sales is the process of transferring your enthusiasm to your buyer(s) by helping them see how your product meets their business requirements. Talk to them. A lot. Ask questions. When you're tempted to "pitch", stop. And if you have to pitch, follow this with asking yourself, "So what"? Answering "so what" leads to the transference of "features and benefits" to "business value recognized" - key for a purchase to occur.

5. **Compelling Sales Messaging** is critical yet we rarely see start-ups invest in this. Remember this:

- End users want to see features and functions
- Influencers and recommenders want to see benefits
- Directors and Middle Managers want to see advantages
- Executives want to see business value NOT tied to the product. i.e. lower costs, new revenue, etc.

Know your buyers and they're purchasing process! Many CEOs ask why sales people don't "call high". With start-ups we rarely see sales given any messaging EXCEPT product pitches. This is especially true with outsourced sales. Prospects either don't buy or bypass sales completely to speak to the Start-up about how their business requirements might be met. i.e. "Why buy?" This is why we advocate market validation before selling activities are initiated.

Mastering this process accelerates your entry to new markets, identifies and closes the right business quickly, validates your business plan and protects your brand. This work assures you will hire sales and marketing people with the specific skills required to begin general selling thus saving you thousands of dollars in lost productivity, turnover and customer satisfaction.

Think of these guidelines as your Revenue Quality Assurance and beta process. Getting this right is critical to your success.

---

Since 2002 **Client Success Group, Inc.** has developed business and market strategies to initiate and accelerate revenue growth. We validate our client's business and market plans by engaging with qualified targets and buyers or the acquisition of new revenue aligned to the business plan. Thus our work can raise valuations of our client's companies, validate their vision and value proposition as well as our market and selling strategies. With this process completed, general selling can be pointed to specific and qualified targets. Visit our website at [www.clientsuccessgroup.com](http://www.clientsuccessgroup.com) or call us at (408) 531-1907.

## About MDG

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

Revenue/profit growth by finding and developing new sources of revenue

- Sales and marketing programs implemented timely and cost-effectively
- Gathers and provides critical market research to help clients make better informed strategic decisions
- 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

## What Our Clients Say About MDG

MDG was a significant factor in taking a business unit from six figures to middle seven figures. MDG 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.*

MDG is dependable, thorough, meets deliverables, and keeps you informed.

*John Pendergrass - COO, TRW-Lucas NovaSensor*

MDG 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.

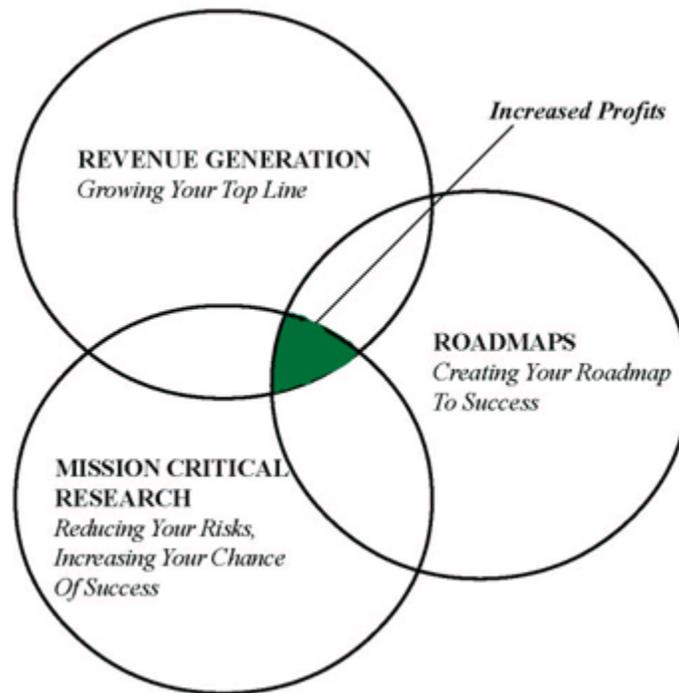
*Todd Schuelke - Vice President, Eclipse Group, Inc.*

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 Rapid Response High Impact Sales Plan™.”

MDG'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*

## Increasing Sales and Profits Quickly and Cost Effectively

### This Is How MDG Helps Its Clients



#### Revenue Generation:

- Increasing Closure Rate
- Finding Untapped Markets
- Time/Territory Management
- Developing New Channels
- Business Development



#### Research:

- Helping Companies Make the Right Mission Critical

Decisions

- Customized Market Research
- Competitive Intelligence
- Opportunity Identification
- Customer Surveys
- Finding Acquisition Candidates



**Roadmaps:**

- Strategic Marketing Plans
- Rapid Response High Impact Sales Plans

**Contact Information**

**Eric W. Wiedenmann**

President/Founder

Market Development Group, Inc.

[ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net) • [www.marketdevelopment.net](http://www.marketdevelopment.net)

9000 Crow Canyon Rd., Suite S #304 • Danville, CA 94506

(925) 648-0680 • (925) 648-9282 Fax