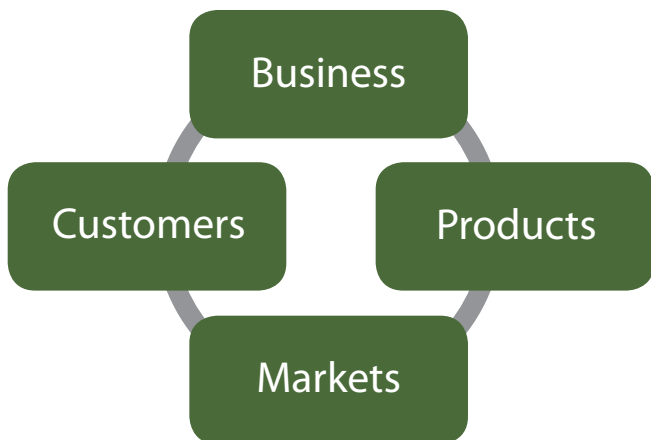


## WHAT IS ACTIVPlanning?

If one does not have any idea of where they are going, how does one know if they have succeeded or arrived?

The marketplace is ruthless. Businesses that operate by the 'seat of their pants' often quickly run into trouble at the first sign of growth, decline, or formidable competitor.

ACTIVPlanning is a fully-featured set of engagement options to define opportunity and success, focus attention and effort toward execution excellence, and deliver desired results or outcomes for:



## CONNECTING THE SKY TO THE ROAD

We are firm believers that every plan requires results. Delivering a plan is not good enough. Every planning exercise with The Afterburner Group bridges plans to actions and to measurable results. No exceptions.

Just as important, we believe that planning is an inclusive process. Valuable input and ideas are gathered from all levels of an organization to create 'ownership' and excitement.

Lastly, every detail is validated against known internal and external data for achievability and to uncover unforeseen obstacles to success.

## ACTIVPlanning PORTFOLIO

Our proven planning methodology produces superior results in driving new opportunity, increased revenues, greater product/service/brand traction, organizational focus, leadership excellence, action-oriented cultures, and greater employee and customer satisfaction.

**Strategic Business Plans:** High-impact, focused discovery, validation, and formalization of company vision, mission, values, objectives, strategies, goals, and individual programs.

**Operational Business Plans:** 12-18 month business plan tied to each organizational area with discrete quarter by quarter activities, success criteria, owner, and measurement interval.

**Product/Service Plans:** Defining, validating, and formalization of product/service roadmaps, component integration, sales and marketing integration points, and partnership touch points. The plans cover from requirements gathering through to launch activities and post-launch management.

**Pricing Plans:** For products and services, a mechanism to determine the optimal balance between demand and profitability.

**Sales Plans:** For individuals, groups or divisions, sales territories, product lines, and industries. Each contains specific month by month revenue, profitability, account management, and activity goals to drive productivity and results.

**Market Attack Plans:** Discovery and validation of new, complimentary, or derivative markets for existing products and services; required activities, timelines, budgets, success criteria, and measurement intervals. Also may include geographic/expansion plans

**Channel Plans:** Steps to grow business and revenue through external, indirect channels.

**Partnership Plans:** Business, joint-venture, co-branding, co-marketing, technology sharing, or joint product plans.

**LEAD LIKE NEVER BEFORE.™**