

## WHAT IS ACTIVReseller?

We live in the age of the 'never satisfied customer,' says Regis McKenna. The nearest competitor is a block, mile, or click away. In today's hypercompetitive marketplace, resellers are faced with daunting challenges. Namely, how to differentiate, market, and sell more effectively in a manner which drives growth and customer loyalty.

Built upon over 20 years of hands-on experience as a reseller and working with resellers, The Afterburner Group has created a packaged offering designed to:

Create Meaningful Differentiation/Value

Increase Marketing Impact & Leads

Improve Sales Effectiveness

Deepen Customer Loyalty

Every value-added reseller and systems integrator is different. As such, each engagement is tailored to the unique needs of the reseller or integrator.

## BENEFITS OF ACTIVReseller?

With ACTIVReseller you can sustainably and predictably grow revenue, profitability, and business value. You can become a leader in your marketplace.

You and your organization will see these benefits:

Organizational Focus & Energy

Neutralizing the Competition Sooner

Price/Margin Preservation

Fewer 'Leads'... More Opportunities!

Making the Short List More Often

Shorter Selling Cycles

Greater Customer Satisfaction

## ACTIVReseller DELIVERABLES

Based on deep experience and formalized tools and processes, The Afterburner Group brings to each engagement:

**A Results Orientation:** You're busy. You need results now. We focus on your goals and shape each engagement to meet them, quickly and measurably.

**Swift Execution:** You don't need another organization hanging around and distracting you. We manage each project to cover all the bases in as little time as possible.

**Minimized Disruption:** Because of our deep reseller/SI background, we easily 'slipstream' into your day-to-day routine getting the work done without having to take your 'eye off the ball.'

**A Market Attack Plan:** This comprehensive 'play book' brings together all the elements and details you need to differentiate, market, sell, and neutralize your competition - in one place and fully integrated. The plan contains:

Your Unique Value Proposition

Solution Packaging / Naming

Competitive Analysis

Positioning & Targeting

Messaging & Value Points

Full Year Marketing Plan

Individual Sales Plans

**Best Practices Recommendations:** Through these engagements, we will make numerous recommendations for consideration in operations, customer support/care, product/service delivery, and how to achieve your overall objectives. All recommendations are based upon proven, reseller/SI best practices.

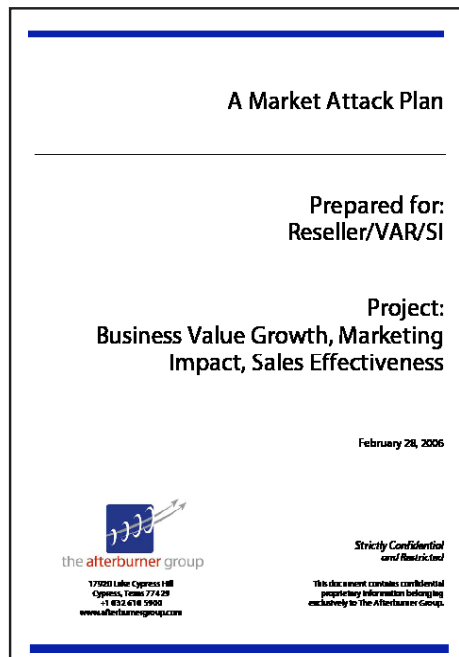
**OPTIONAL - Sales and Marketing Management:** We can provide comprehensive weekly management of your sales and/or marketing team to help them implement the Market Attack Plan.

LEAD LIKE NEVER BEFORE.™

## THE MARKET ATTACK PLAN

The Market Attack Plan takes into account the following questions and answers them in a comprehensive blueprint, ready for execution.

- What business are we in?
- What do our customers want or need?
- What markets do we/ can we serve?
- In what segments can we effectively participate?
- How large is the business opportunity?
- Who are our competitors, our largest competitor, and why?
- What are our expectations for the competitive environment?
- What are our key value propositions?
- What will we establish as major areas of differentiation?
- What is our positioning and messaging to be?
- What are the platforms (products/services) to address the targeted customer and markets?
- What architectures, technology, expertise, resources will enable these platforms?
- What will we offer as product families and services, especially for differentiation?
- How will we organize our product or service value chain and associated enablers?
- What are the resources required to deliver against the market need?
- What is the expected business outcome?



## CONTENTS AND DELIVERABLES

To help provide clarity on what is contained in a Market Attack Plan, the following outline is provided:

1. Historical Company View & Analysis
  - Business Objectives and MAP Objectives
  - Company Mission
  - Current Situation & Challenges
  - Current Products & Services
  - Current Uniquenesses & Differentiation
  - Current Competitive Landscape
  - Current Sales Tools & Literature/Web
  - Current Sales Process/Methods/Timelines
  - Current Target Markets
  - Future Products & Services
2. Market Opportunity
  - Local & Regional View
  - By Dollars, Industry, and Type
3. Market Attack Plan Components
  - Overall Strategy
  - Validated Mission
  - Unique Value Proposition
  - Competitive Positioning
  - Ideal Target Markets/Characteristics
  - Value Proposition Branding
  - Company/Solution Story & Pitch
  - Messaging & Benefits Hierarchy
4. Getting to Market
  - High Level Market Strategy
  - Supporting Tactics
  - Targets and Unique Messaging Elements
  - Quarterly Marketing Theme Ideas
  - Quarterly Marketing Campaign Ideas
  - Required Sales Tools
  - Advertising/Telemarketing Ideas
  - Full Year (12 month) Marketing Plan/Budget
  - Partner Marketing Ideas
  - Identified Hit Lists & Sources
5. Measurement Criteria
  - Marketing
  - Sales
  - Business
6. Detailed Target Hit Lists
  - Name, Location, Contact Information

The final document is ready for integration and execution into your existing sales and marketing teams. All ideas, templates, tools, and results are specifically designed for your company and your success.