

Professional Services

Sales, Marketing and Information Solutions



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Taylor Market Media Group, Inc.

Professional Services

Maximize your Sales and Marketing Efforts!

Achieve Long-Term Success!

You have the right solutions. Now you need the right services.

That's the advantage of TMMG's professional services. Combining TMMG experts, business process, methodologies and tools to accelerate implementation, optimize performance and continuously improve your sales and marketing efforts.

After all, it's about how you use the software and about optimizing it along with strategies and processes to achieve long-term success.

With TMMG's professional services, you maximize your return on investment not only on SMP but also on your legacy business system.

TMMG offers a selection of services, tools, and programs that incorporate Best Practices and proven processes that will help drive sales and marketing.

From business consulting and implementation to operations and continuous improvement, TMMG's professional services cover all aspects of your sales and marketing initiatives.

About TMMG

TMMG is a leading sales, marketing and information solutions provider for distributors. Products and services include **Sales Management Plus**, the most successful sales and marketing management software in the industry and **MarketPro** featuring the **Content-On-Demand** library the easiest way to introduce and launch new products to the end user. The company has a strong background in the distribution industry and a keen understanding of what sales and marketing people need to help distributors pro-actively grow their business.

They attribute their success to applying real-world experience with today's technology to create powerful, simple to use and affordable solutions.

TMMG is comprised of industry "insiders" with unique insight from both the distributor and manufacturer perspectives.

Taylor Market Media Group's products and services are endorsed by top industry consultants, manufacturers and have a proven track record!



Why should a distributor use TMMG's Professional Services?

Maximize your Sales and Marketing efforts!

Keep your team focused on your plan for success!

Your business depends on the effectiveness of your sales and marketing efforts. You need a trusted advisor that can cost-effectively plan, build, and optimize your solutions to ensure that they deliver measurable benefits.

That trusted advisor is TMMG. The professional services are designed to offer knowledge transfer, share Best Practices, implementation, and optimization services to maximize return on investment and keep you and your team focused on your plan for success.

With TMMG's professional services, you can unlock the full potential of your solutions by planning, building, and optimizing for long-term success.

Revenue is what all else is based on in any business and therefore effective and active management of sales and marketing efforts is a critical success factor to a company's survival. TMMG's Professional services will maximize your sales and marketing efforts and help drive long term success.

TMMG Professional services makes it possible to actively manage your company's sales and marketing efforts in a manner that:

- Is easy
- Is effective
- Drives a high degree of accountability
- Is built on proven, best-practice, business processes
- Focuses efforts on execution versus data gathering, analysis, measurement and planning
- Enables collaboration
- Maximizes your company's investment in sales and marketing resources

With TMMG services you focus on executing your plan for success and leave luck and guess work to those that want to gamble their future.

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Table of Contents

Section 1. SMP Use and Optimization

Section 2. Promotion Management, Vendor Programs, Marketing Programs

Section 3. Marketing Services, Content and Automated Newsletters

Section 4. Account Profiling and Account Market Potentials

Section 5. Market Research and Targeted Prospect Lists

Section 6. Training Services



SMP Use and Optimization Services

Get the Most out of SMP!

SMP Optimization Audits

A professional assessment of the distributors SMP database, includes a complete review of the SMP database, how it is being used, sit down meeting with management, review of product breakouts, profiling/programmable fields and sharing of Best Practices with distributor management and recommendations based on findings.

Includes ½ day database review prior to 1 day on site visit and review of SMP database and formal audit and recommendations. Teleconferences and web conferences may be used in lieu of On-site visit. Out of pocket expenses will be passed on to distributor at actual cost.

Modifications to the database are billed hourly.

SMP Product group modifications / updates / re-alignment

This service applies to changes to the SMP database as it relates to product groupings, re-alignment and or updates.

This process varies in effort and time depending on the distributors' specific requirements. Our professional services team will be happy to give you an estimate based on your requirements.

Modifications to the database are billed hourly.



Promotion Management, Vendor Programs and Marketing Programs

Maximize your Sales and Marketing Programs!

Promo Manager

This is one of the most effective ways to drive sales growth and get key vendors involved in sponsoring your programs and strategically aligning with you!! Distributors who have done this continue to outgrow their peers and have seen tremendous results. These programs may be tied to the distributors buying group to maximize annual rebates.

Leverage the power of SMP to drive accountability, performance and manage your sales and marketing programs. The Promo Manager will allow the distributor to manage, track and update internal and external promotions. Including customer frequency buying programs, annual customer trips and internal incentives including creating monthly updates/status report to those on the program. Each program is customized to accommodate your particular program rules and apply them to each customer and or associate. We will work with you and your team to provide you with the functionality that fits your needs.

Depending on the distributors program rules and the areas to be tracked these programs may vary widely. Our professional services team will be happy to give you an estimate based on your program guidelines.



Marketing Services, Content and Automated Newsletter

Maximize your Sales and Marketing efforts!

MarketPro - eNewsletter featuring Content-On-Demand

Taylor Market Media's Featured Products Monthly E-Newsletter marketing program is designed to pro-actively promote your company's key vendors, upcoming events and special promotions with a colorful and interactive monthly eNewsletter to your customers. It is a monthly subscription service that will allow your marketing team to easily, effectively and consistently keep your customers updated and your name in front of them.

MarketPro allows your team to create professional monthly newsletters in less than 30 minutes!

SMP Opt-In Opt-Out Web Interface

TMMG will create an Opt in Opt out web interface that uses your existing web site and allows for customers to select which marketing lists he/she would like to be on and what type of information he/she would like to receive. Changes made online through your web site are automatically updated in the SMP database. The benefit is that your customers will be able to log on to your web site and select the type of information they would like to receive and their particular product interest. Their selections will automatically be updated in SMP.

For more information contact your customer service representative.

Marketing Services

Set your self apart from your competition with high quality focused marketing initiatives. Let TMMG help you plan and implement your marketing strategies and watch your profits grow.

TMMG will work directly with or enhance your existing marketing department by providing quality marketing services and consultation that can take your business to the next level.

Marketing Services may include but are not limited to working with your marketing department in the creation of HTML e-mailers, marketing campaigns etc. Services are available on a per project basis or hourly.

Don't leave your co-op funds unused! Maximize your marketing efforts. With TMMG your co-op funds can be utilized to pay for most if not all of your marketing. Ask us how?

E-mail Marketing—Opens the door where direct mailers or bulk faxing can't. Each e-mailer can be personalized directly for the customer.

- Take control; don't rely on others to get your message into the hands of key people
- Create graphical and color rich e-mailers to send to the company's email database
- Create text-based emails for bulk emailing

Use it to promote: New products or Vendors, Open Houses and other Special Events, Training and Seminar Schedules, Customer Newsletters etc...

Graphic design— Set yourself apart with quality graphics designed with your need in mind.

- Logo design
- Web graphics including sliced images, fully optimized for web use (.jpg, .gif, .png)
- Display banners and show booth banners
- If needed artwork can be supplied to you in fully optimized for the web as well as for print media.

Database Marketing - Stay on top of your customers with TMMG's Customer Relationship Management services.

- Complete maintenance of customer database as well as monthly mailings, either direct or email
- Import customer and contact information
- Custom filterable fields



Account Market Potentials and Account Profiling

Maximize your Sales and Marketing efforts!

Account Market Potentials

TMMG is uniquely positioned to help distributors match their existing customer SMP database with account market potentials. The distributor's SMP database will be populated with market potentials by accounts.

Step 1: TMMG will augment the distributors SMP database with an SIC classification, number of employees and Duns number by account. This account update match uses The Master Matching Process, which will generate about a 50% match. For the balance of the accounts TMMG will provide the distributor with a Master Matching Tool that will make it easy to match the balance of accounts. Once the accounts are matched TMMG will update/augment the account records with the appropriate data.

Please note: Step 1 may be skipped if the distributor already has this information in the customer record in SMP.

Step 2: TMMG will apply a Market Potential for each account that has an SIC Code and number of employee field record in SMP. Required information includes a market potential multiplier per employee by SIC code. This information is typically provided by the distributor using their own metrics or using the Disc Market Track product which will provide the \$ potential for total electrical per employee by SIC.

Any 3rd party fees if applicable will be passed through to the distributor.

Customer Profiling/ Account classifications

TMMG will update the customer profile fields in SMP with customer type and industry type using standard industry classifications. Accounts with SIC classifications will be updated. This will enable a distributor to quickly identify accounts by Industry Type and or by Customer Type to answer questions like: Which industries are we the most successful with? What is our customer mix? And then create the right sales and marketing strategies to go after those specific industries and or customer types.



Market Research and Targeted Prospect Lists

Build Highly Targeted Prospect Lists, Profile and Clone Best Customers!

Maximize your Sales and Marketing efforts!

Instant Prospect Lists and Market Research

This service is designed to build highly targeted prospect lists, profile and clone best customers, measure market penetration and potential

TMMG will build the prospect lists based on criteria set by the distributor and import the prospect list into the distributors SMP database using D&B Market Place Gold.

Any 3rd party fees will be passed through to the distributor.

Our professional services team will be happy to give you an estimate based on your requirements.



Sales Management Plus Training

Maximize your Sales and Marketing efforts!

SMP Training

You have invested time and money in providing your sales, marketing and management team with Sales Management Plus as a tool to analyzing and growing your company's business. As with any new program the key to implementing it and getting your team up and running efficiently is training. While our user manual and on-line help are designed to help the user accomplish the task at hand, nothing gets people knowledgeable on and using a product to its full extent than live training.

We offer two methods of training for your organization, on-site and web training.

On-Site Training: With on-site training the trainer comes to your facility and will train using the hands-on method if your facility allows. Hands-on training allows the new user to get a feel for the program, to update their customers and contacts, to run queries on their accounts.

Web training: Web training incorporates web conferencing technology. Students can log into the training session from any computer that has Internet access. The instructor driven session will allow the student to see the techniques necessary to successfully use Sales Management Plus. Students will be able to ask questions of the instructor and be shown live how the program works.

All training sessions are customizable to focus most on the areas of importance to you and your organization

Annual training packages are also available and provide a cost effective way to make sure that everyone gets the training that they need.