



GLOBAL SOLVE

MANAGEMENT SERVICES

Advice

Assistance

Execution

Competent, Credible and Trustworthy
Expertise When You Need It

(Your Company) Launch

Strategy Development

The Successful Launch

Determine Market Requirements

- Interview customers - both satisfied and dissatisfied
- Review key competitors / market threats

Create the business, marketing and sales strategies

- Markets, sales representative requirements, communications

Build support staff capability

Market Realities

1. **Best *existing customers* = best prospects for new services.**
2. **Customers *will pay a premium price* for high-value services with complete implementation.**
3. **Customers *will pay a bigger premium* for high-value services perceived as unique (different and better than competition).**
4. **Appropriately approached, your best existing customers will share those key elements that you need to know to develop and launch *high-impact, differentiated services* that are easy to sell.**

Peeling the Onion

Discovering the “*Real*” in “Reality”

1. Segment the market

- **Highest potential customers**

2. Talk to the customers

- **Invite them to help you to help them, what you did right, or what you did wrong**
- **Prioritize services with greatest impact**
- **Return and tell your customers what you’re doing**

3. Analyze the competitors

- **Lower cost**
- **Natural integration**
- **Risk avoidance**
- **Customized**

Create the Strategy

The GlobalSolve™

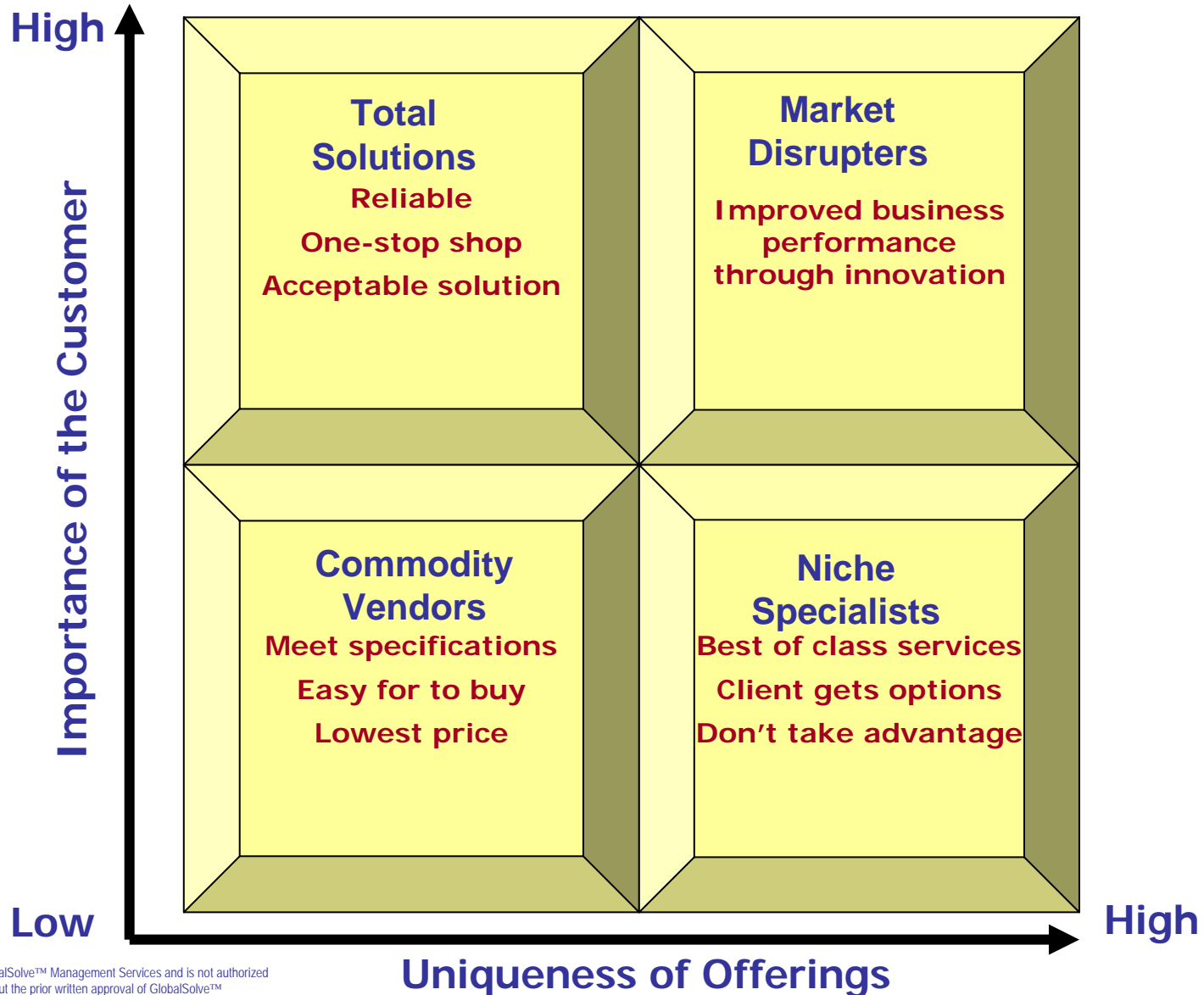
Management Services

Strategic Approach

Market Realities



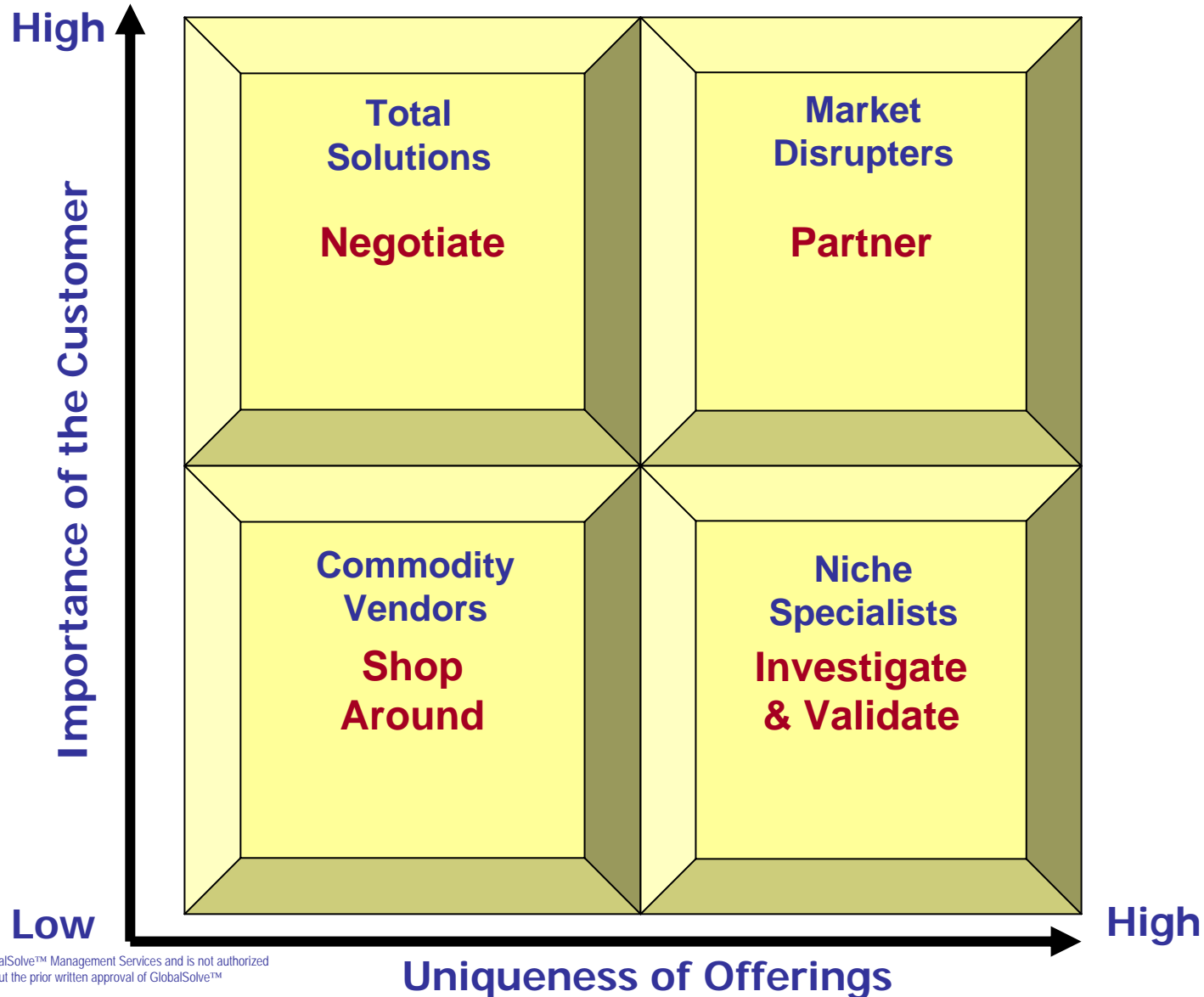
Customer Expectations



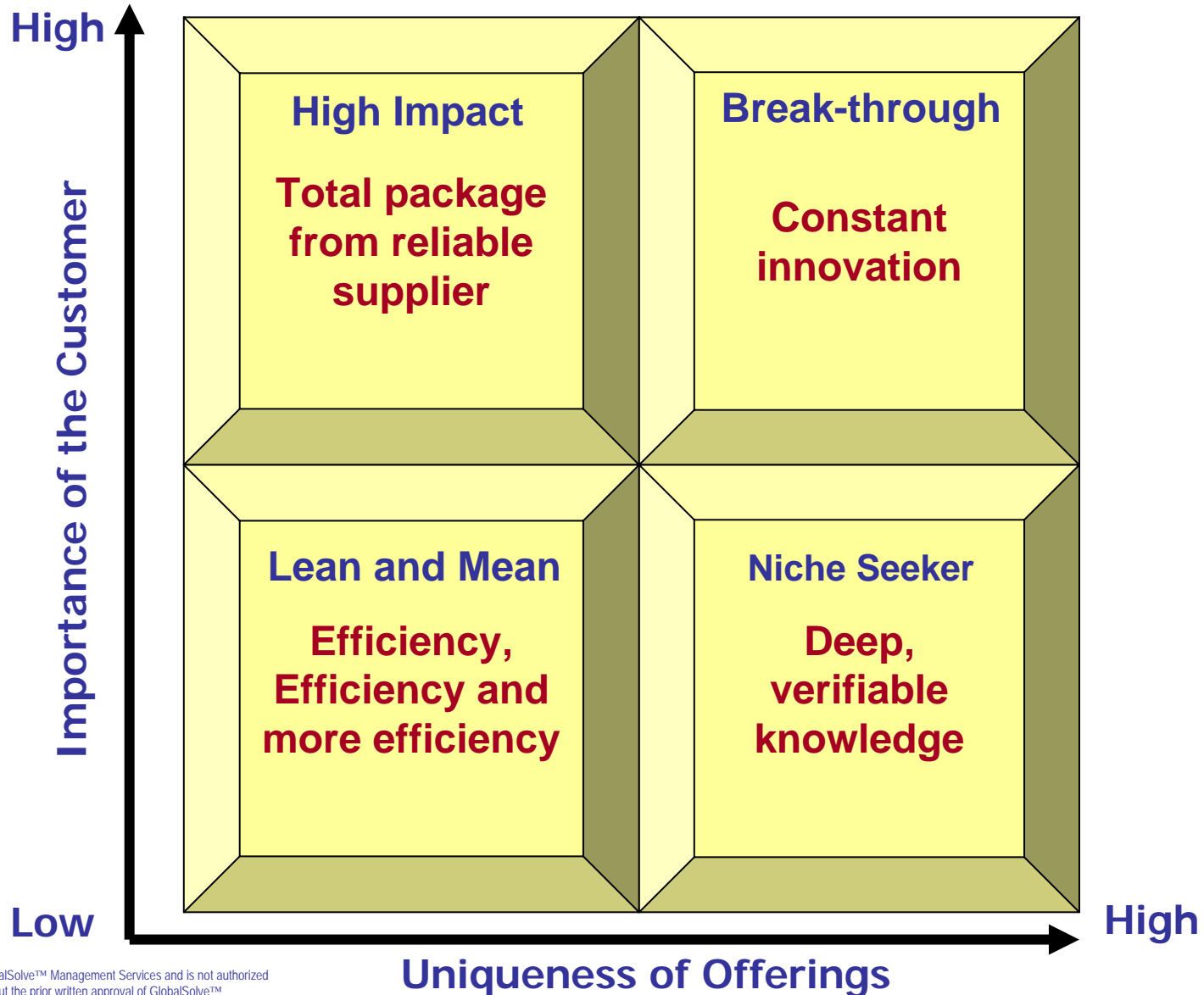
Buyers



Customer Buying Strategy



Business Drivers



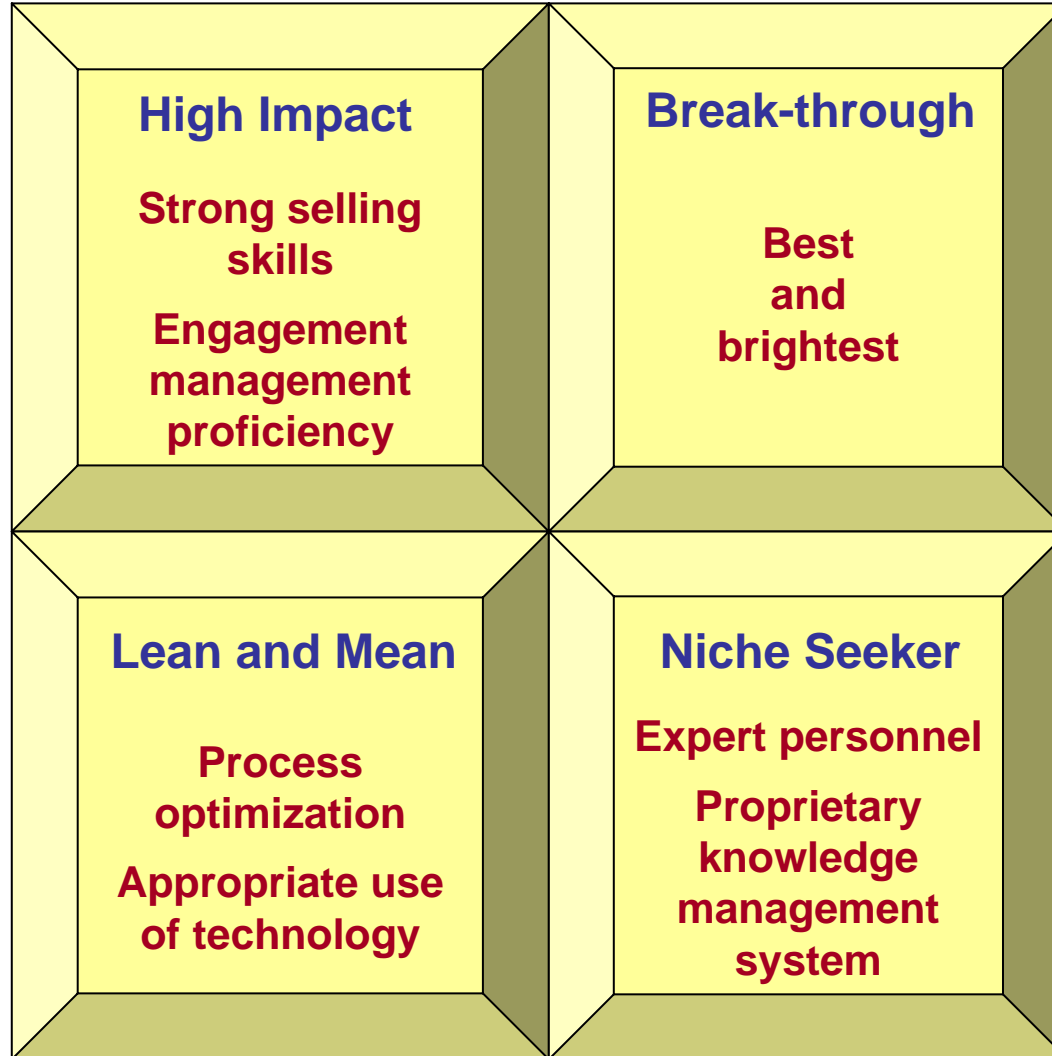
Value Potential



Differentiators

High

Importance of the Customer

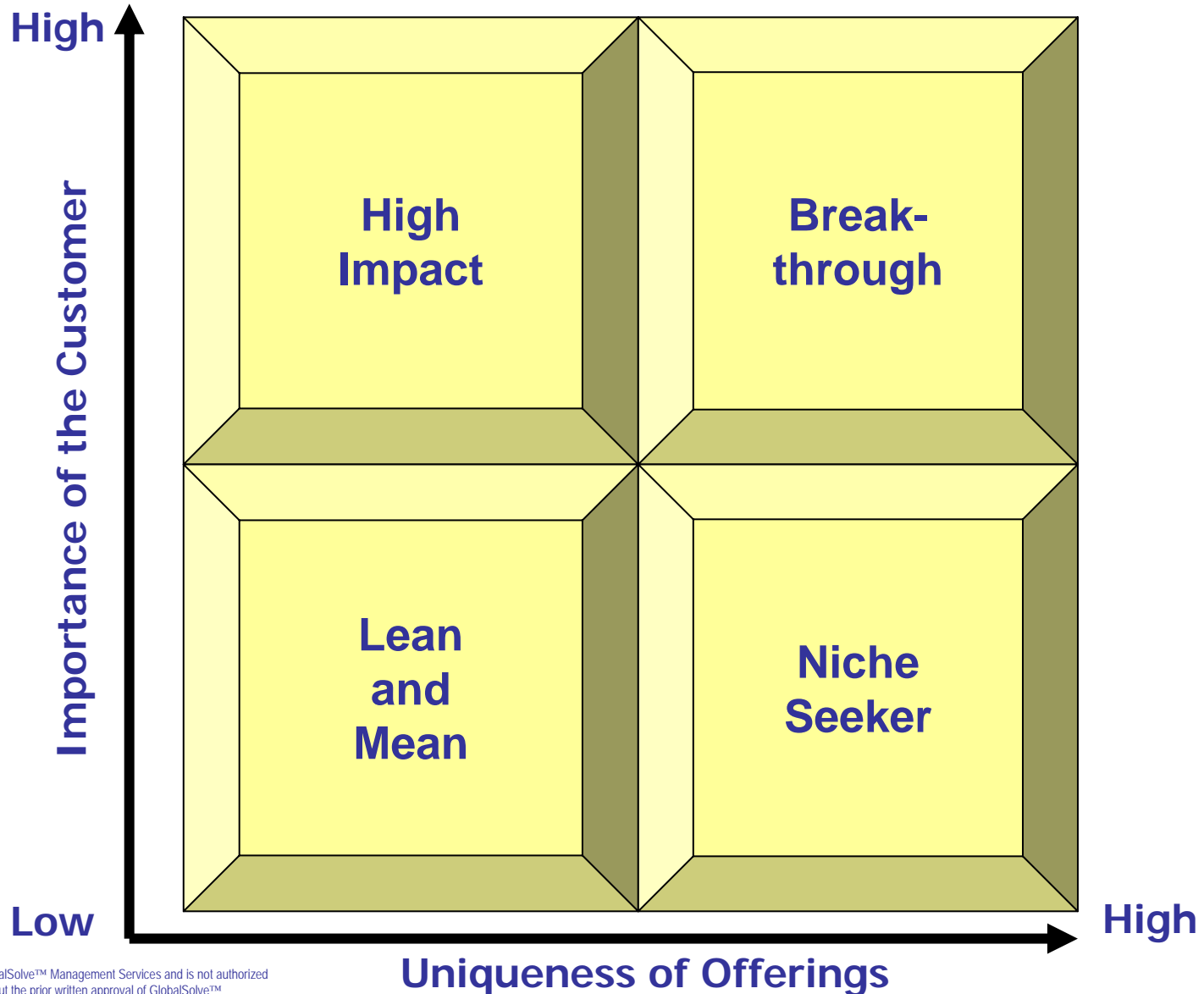


Low

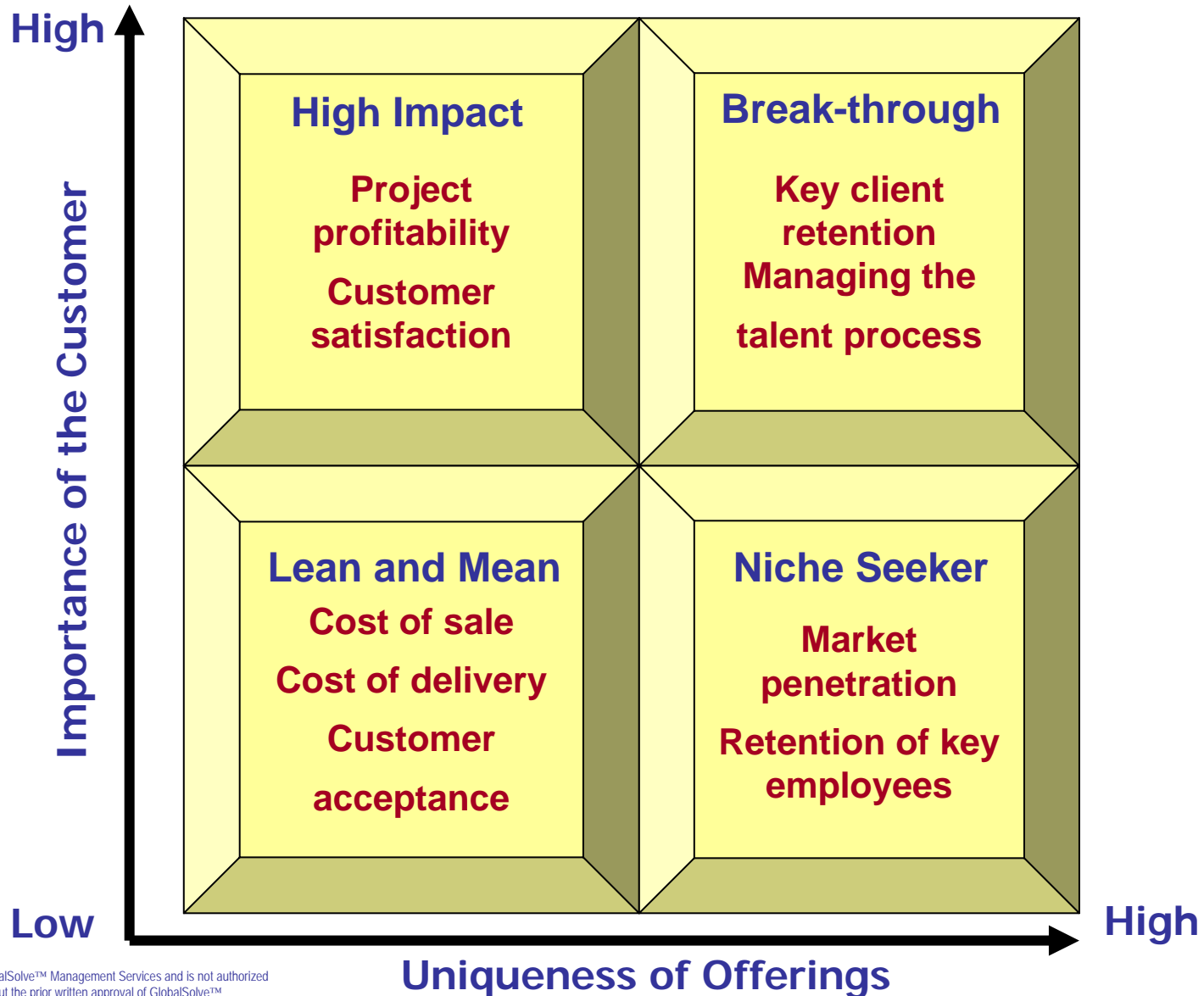
High

Uniqueness of Offerings

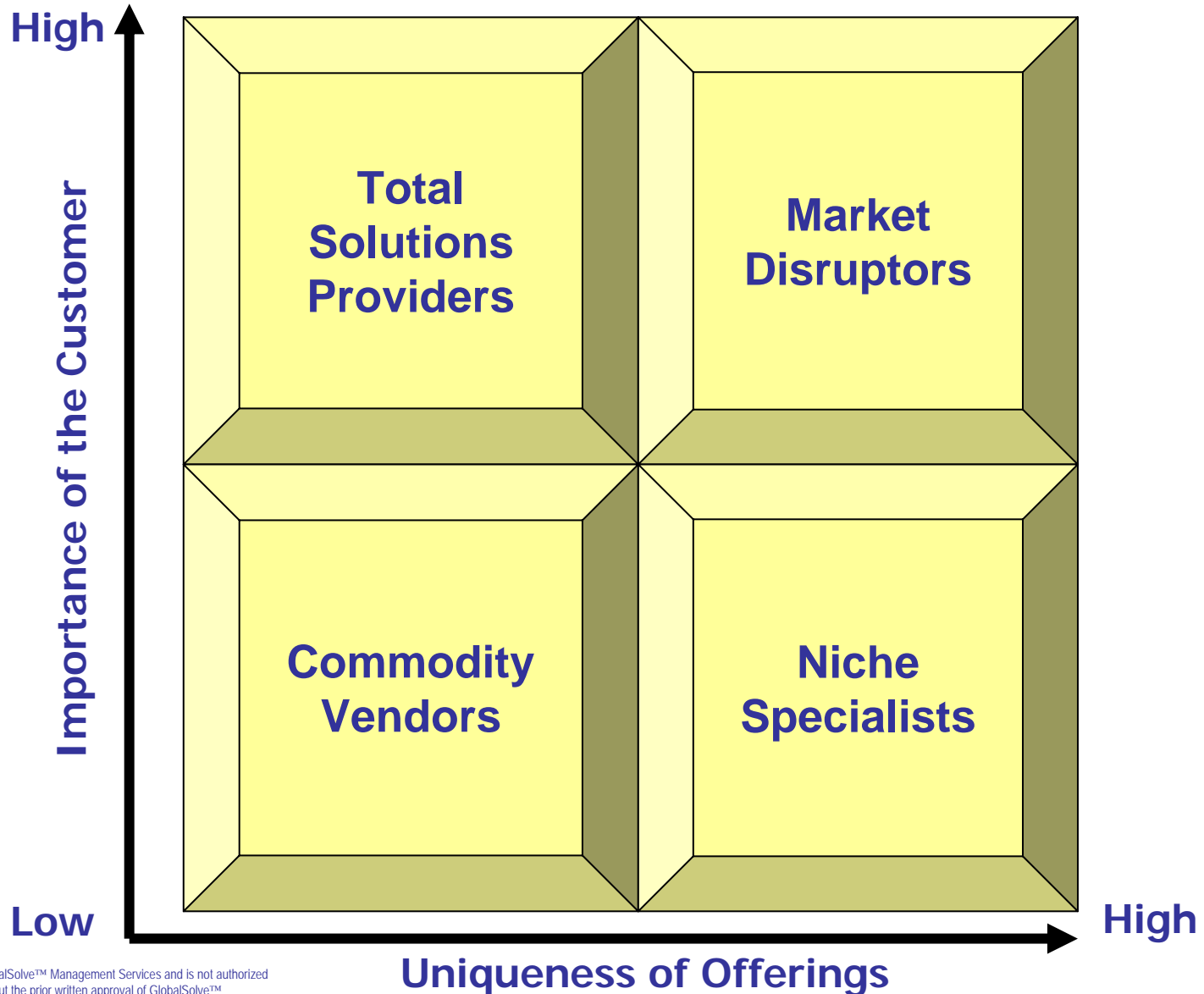
Service Strategies



Critical Metrics



Competition



Market Communications

The Importance of Branding combined with a clear message

- **Inform, educate and create awareness in defined markets**
- **Package each component to gain competitive advantage**
- **Communicate to various markets and client segments**
 - **Unique and sustainable differentiation**
 - **Position among competitors**
 - **Create, test and retest the “tag line”**

Build Internal Staff Capability

1. The First Thing: *Vision Sync*

2. Recruit, Attract, Retain, Develop

3. Market and Sell Solutions

4. Leadership During Crisis

Best Practices

- ✓ **Service marketing plan is in place**
- ✓ **Services value proposition is clearly understood by all stakeholders**
- ✓ **Value-based pricing as the most common pricing method**
- ✓ **Dedicated marketing staff is in place**
- ✓ **Conduct ongoing market research**
- ✓ **Instant access to necessary information on services**
- ✓ **Customer segmentation: loyal and profitable**
- ✓ **Building the brand and communicate key messages**
- ✓ **Aggressively funded branding campaigns**
- ✓ **All messaging is consistent.**
- ✓ **The external and internal market messages are congruent.**

Success Assumptions

Value Proposition

1. The importance of the (**Your Company**) service offering to its customers and its value for their businesses.

Unique Offering

1. (**Your Company**) as a unique offering in the marketplace.

Manage the Risk

- 1. Reaction from established competitors**
- 2. Longer than expected sales cycle**
- 3. Undercapitalization**
- 4. Unanticipated / unknown delays**
- 5. Further price erosion and market position**

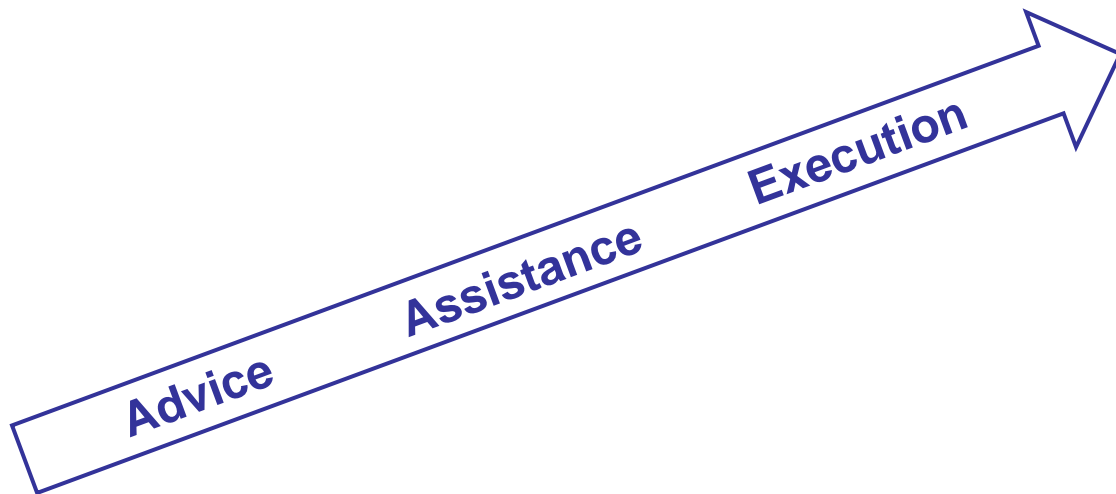
Next Steps

1. Mutual commitment & *Kick Off* date
2. Agree to consulting scope and terms
3. First Session: Vision, business review, what's working, what's not
4. Second Session: Goals, resources review, strategy and tactics development,
5. Third Session: Review, adjustments and accountability



GLOBALSOLVE

MANAGEMENT SERVICES



KEVIN H. POLLARD
Managing Partner and President

114 Mulberry Drive

PO Box 9249

Metairie LA 70055-9249 USA

+1 (504) 834-7889 (Office)

+1 (504) 594-4300 (Mobile)

+1 (512) 597-8561 (Facsimile)

KHPollard@GlobalSolve.com

<http://www.GlobalSolve.com>