



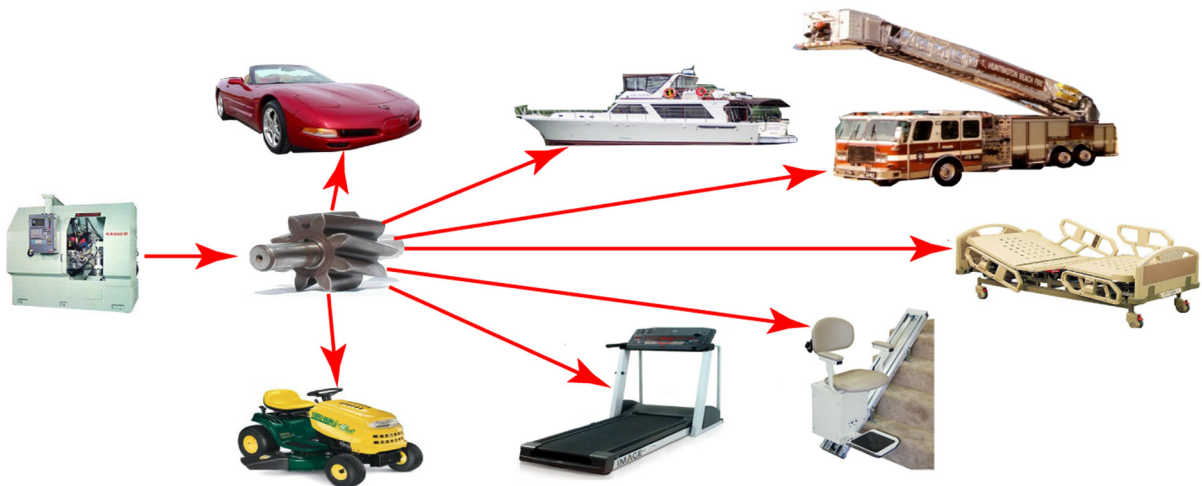
Market Diversification

Shrinking orders from their traditional customers have caused many Michigan companies to begin looking for new customers. MMTC's Market Diversification program assists your company in aligning its core competencies and strengths with new markets and customers, leading to increased sales and sustainable growth.

We can help
take you
from this



To this



MMTC Market Diversification - Deliverables

Using a proven process built on best practices and solid research, MMTC Market Diversification delivers a series of solutions customized to your company's needs:

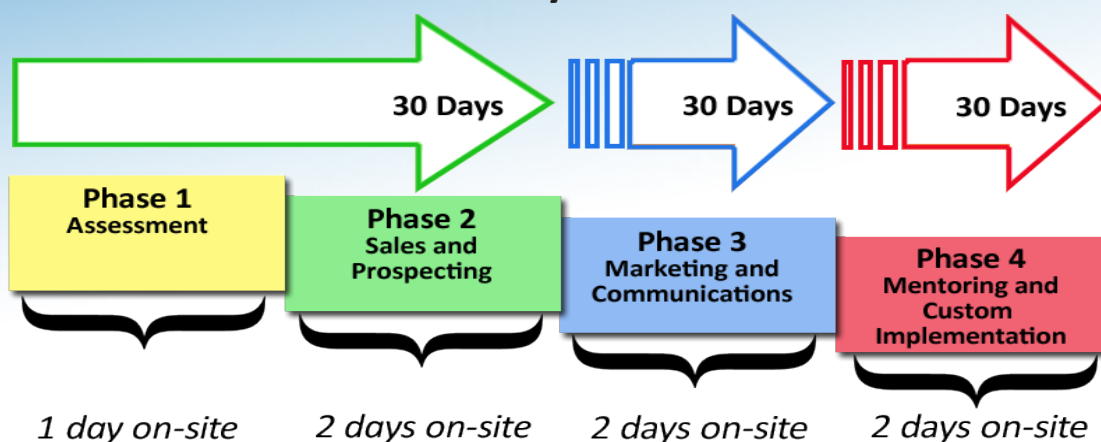
- Creation or improvement of lead qualification and sales process, including methods to increase quotation hit rate
- Delivery of custom prospect and contact lists for company profile types you identify
- Development of Value Statements that form the core of measurably more effective marketing messages and sales materials
- A market research report to guide prioritization of new market entry
- Creation of an email template to initiate a marketing campaign, and instruction to modify content for future use
- Training on how Internet search engines work and why competitors come up higher in search rankings
- A technical report by MMTC Web Developer with recommendations on how to improve the performance of your website in search engine rankings
- Interpretation of website analytics and importance as a sales conversion tool
- Integration of an actionable sales and marketing strategy with 6 week, 60-day, 90-day and 1 year goals, measurables and expectations

Key Features of MMTC's Market Diversification Program:

An experienced member of MMTC Growth Services group will lead your company's "New Business Development Team" during a 90-day period of on-site training and consulting. Your team will gain valuable new skills and tools to deliver short- and longer-term results focused around:

- **New customers in current markets:** How to profile, identify, and target the most likely new business prospects in familiar markets
- **New customers in new markets:** Methods to identify new markets, prioritize new market entry based on resource requirements, and target the most likely new market prospects
- **Improved sales effectiveness and ROI:** Tools to manage customers and direct sales resources
- **Marketing support for new sales efforts:** Action steps to design and implement a cohesive marketing plan that includes improving website effectiveness and sales conversion

4-Phase Training and Consulting Journey in 90 days 7 Days On-Site



Phase 1 Assessment

Benchmark your company against competitors. Identify industry best practices. The foundation of your customized Market Diversification program. Jump-start your diversification action plan on day one.

Phase 2 Sales and Prospecting

From robust customer and quote databases that work for you to the right sales channels for your industry. Build a disciplined lead generation process using messages that fully leverage your company's market advantages. Building a solid sales process and sticking with it yields proven results many times over.

Phase 3 Marketing and Communications

Learn how the Internet is used in business today - including your industry. We'll take the mystery out of how website search rankings work and how your website can be used as a more effective sales and marketing tool.

Phase 4 Mentoring and Custom Implementation

Create a customized sales and marketing plan to optimize ROI, addressing company-specific challenges and opportunities. Interpret the custom third-party market research and develop action plans for new market entry.

"We see a potential growth of over 25% in the coming future and the biggest portion of that is because of our web enhancements and marketing/sales developments provided by the expert MMTC guidance. Unlike your typical consultants, the MMTC group gives TPI the tools to make the positive changes ourselves. They can depart and we still carry on with their business improvements." -- Steve Yntema, Marketing Manager, TPI Powder Metallurgy

For an ROI/Payback analysis of implementing Market Diversification for your company, contact the MMTC.

For additional information, contact MMTC West at 616-771-0561 or email at mmtcwest@rightplace.org.