

# MTP: MARKETING TURNAROUND PROCESS™

## FACT SHEET

**Re-Engineering Business-to-Business Marketing Programs for Effective Lead Generation, Sales Support, and Faster Lead Conversion**

**Recession and Crisis Marketing Turnaround Process for Companies Serving B2B Markets**

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**Improve  
Your Marketing  
Program,  
Improve  
Your Sales in  
this Recession**

The current economic slowdown is proving that “marketing as usual” isn’t working for many companies.

A slow economy exposes costly, unaccountable marketing programs that don’t generate sales leads, and marketing teams that don’t support their sales team’s efforts to close more sales.

**In this economic climate, there is clearly a need for a better way: An approach to marketing focused on strong, measurable sales lead generation, and using targeted marketing programs that help your sales team convert more prospects to buyers, in less time.**

Using techniques and methods proven in the B2B marketing field’s most recognized professional certification program and put to work for your company by experienced B2B marketing turnaround experts, the MTP program helps your company adapt its marketing program to these new economic times, re-orienting your marketing program to growing your business by serving sales.



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## Better Sales Lead Generation and More Effective Customer Conversions with the Marketing Turnaround Process (MTP)

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### The Marketing Turnaround Process (MTP): The Solution for Re-Engineering B2B Marketing Programs for Business Growth in Today's Economic Reality

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#### Benefits to Your Company:

##### Higher sales, through:

- **More productive marketing programs generating more sales leads;**
- **More efficient marketing processes to qualify and convert these leads into customers;**
- **Higher sales close rates, through effective lead development;**
- **Better marketing execution, to identify and close on more opportunities to grow your business**

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#### A Complete, Restructured Solution for Your Company's Marketing Program

- **Complete, new marketing plans, budgets, tactics, processes, and schedules;**
- **Includes all marketing deliverables (ads, mailings, online programs, etc.) required to execute the new plan;**
- **A complete, tested marketing program, generating solid, measurable response**

When markets tighten, and as prospects scrutinize their purchasing decisions more closely, senior management and sales executives at companies who sell to these prospects suffer from marketing programs that haven't been developed to generate sales leads in this tougher selling environment.

A company's marketing team may not have the experience or knowledge to apply the more aggressive approaches required to generate leads for sales, and to support the sales team by helping sales convert more of these leads into buyers over your sales cycle.

In the current economic slowdown, "branding" approaches and other soft, unmeasurable marketing programs that aren't connected to the goal of helping your company's sales team close more sales will not be effective in helping your company grow or even maintain its sales revenues.

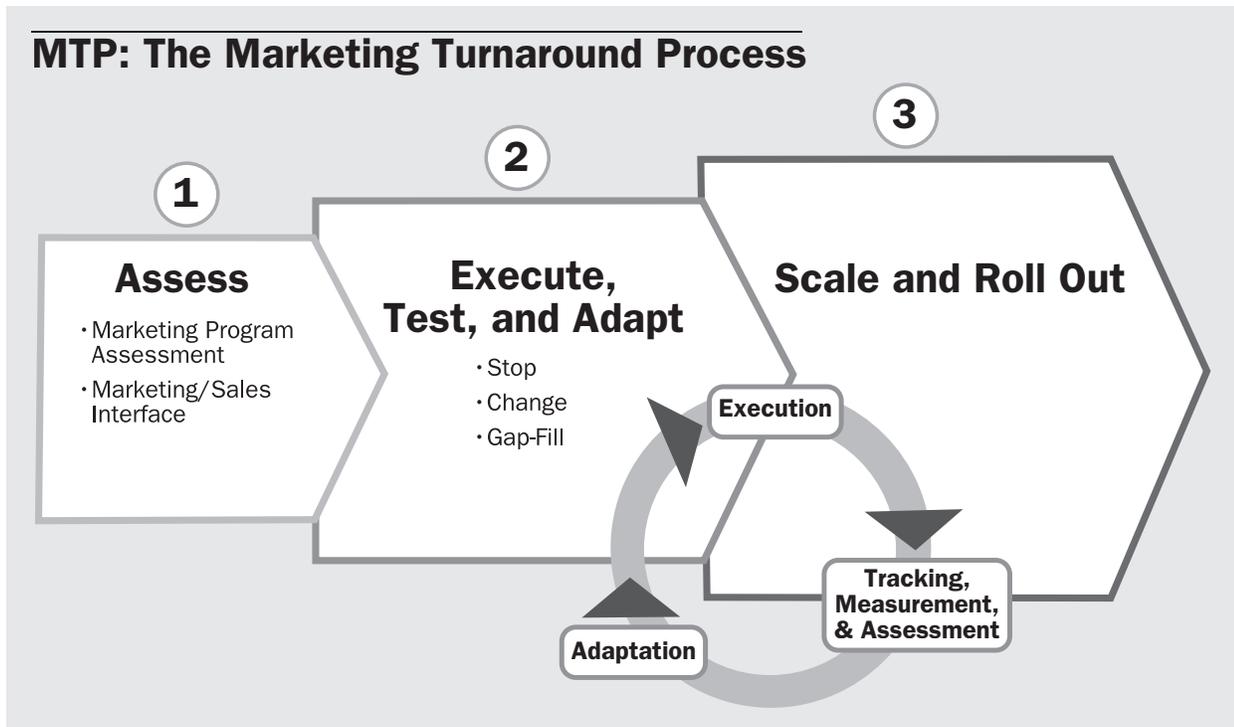
The MTP program adapts business-to-business marketing programs to this new reality, re-engineering your company's marketing process, and optimizing it to the core functions needed for survival in today's environment:

- **Effective sales lead generation,**
- **Dramatically improved prospect-to-customer conversions** through focused lead development;
- **More responsive marketing support** for new business growth opportunities

The MTP program can revitalize poor or flat sales due to poor economic conditions and underperforming marketing programs, and can make a good marketing program even better.

Utilizing the proven techniques developed for the B2B marketing field's leading, industry-endorsed certification program, the MTP program helps you:

- **Identify and rapidly correct improvement areas needed** in your current marketing program, in deliverables, expenditures, processes, and responsiveness in serving sales;
- **Develop marketing programs that generate sales leads** for your company's sales team, through a process of rigorous execution, rapid market testing, and adaptation to develop effective, measurable sales lead generation programs;
- **Support sales through effective lead development programs** that work throughout the length of your company's sales cycle to increase prospect conversion rates and help your company's sales team **close more sales.**



### MTP Program Overview

The MTP program is custom-tailored to your company's product, industry, and market, and can be implemented from start to finish in 60 to 90 days to restructure your marketing program for success in this tough new economic environment.

The MTP program consists of three stages:

**Make Your Company's Marketing Program More Effective, Productive, and Measurable with MTP**

#### 1.) Assess

We provide you with a rapid assessment of your company's current marketing program, based on 11 critical key performance indicators that evaluate the performance of your current lead generation and lead development marketing programs, the professional skills of your marketing team, and the effectiveness of their working relationship with your company's sales team.

#### 2.) Execute, Test, and Adapt

Based on our assessment and recommendations, we test several marketing activities using a variety of new copy, positioning, offers, deliverables, and media to determine the best approaches for developing effective and measurable lead generation and sales cycle lead development marketing programs for your company. We test, adapt, and re-test as needed to provide you with a diversified range of lead generation methods for your new marketing program.

#### 3.) Scale and Roll Out

As we develop successful, response-generating marketing programs, we then expand these programs and, as leads are

generated, execute ongoing lead development programs to support your company's sales team in their ongoing interactions with these prospects throughout your company's sales cycle. We also continuously re-test as needed to further improve marketing response and capitalize on new marketing and sales opportunities.

**Professional development:** Where needed, the MTP program also includes full BMI training and certification for your marketing team, to reinforce the skills, techniques, and knowledge gained by your team during the MTP re-engineering process, and to insure your team's ongoing effectiveness in executing successful, response-generating marketing programs.

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**Change Your Marketing  
from a Costly Expense, to an  
Investment in Higher Sales,  
with MTP**

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### **MTP Converts Your B2B Marketing Program from an Expense into an Investment in Higher Sales and Business Growth**

The MTP program helps your company change its business-to-business marketing program from a costly drag on revenues, to an effective, measurable, and accountable investment in higher sales.

Through effective sales lead generation, MTP-enabled marketing programs become instrumental to your new business development and sales processes and, incorporating responsive lead development, help your sales team convert more prospects to customers, in less time.

By developing a more effective marketing program with MTP, your company can hold the line on its sales volume, and position itself to make the most of opportunities to grow your business, even in this challenging economy.

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### **Contact Us for Further Information**

For more information on the MTP program, and to discuss your company's current marketing program, call Eric Gagnon, Director, BMI, at: **(540) 349-2398**, or e-mail: **[eric@businessmarketinginstitute.com](mailto:eric@businessmarketinginstitute.com)**.