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FUNNEL CAMP

OUTCOMES DELIVERED

PREPARED BY
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SUBJECT
OUTCOMES DELIVERED

FILE NAME
FUNNEL CAMP - OUTCOMES
DELIVERED.DOC

DATED
8 OCTOBER 2010



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Without an actionable marketing plan, businesses struggle to survive; let alone grow!

Despite this, many leading Australian B2B companies still struggle daily with marketing plans which are not sufficiently actionable, not aligned to strategy and simply not followed. Often, there just isn't a plan at all.

Why?

- ▶ Recent changes make past plans obsolete
- ▶ There is a lack of a simple framework to translate the strategy
- ▶ Strategy and plans are not 'owned' by all the stakeholders

To achieve effective change and continued growth, you need a single plan that's:

- ▶ Blisteringly clear
- ▶ Highly actionable
- ▶ Team built and owned

And you need it quickly!

Funnel Camp™ is a single, intensive, 3-day planning workshop to provide your organisation with the change required to break down impediments to growth. The facilitated program specifically addresses the most common Sales and Marketing management issues in business today, while delivering a highly-actionable Sales and Marketing plan to prosecute your strategy.

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FUNNELCAMP™



Strategy to plan in 3 days

Beginning with clarity, we:

- ▶ Distil your objectives and strategy
- ▶ Capture key metrics about your sales funnel
- ▶ Introduce the Sales and Marketing planning system to your team via The Leaky Funnel (our easy-to-read business novel)

To add insight and foster team agreement, we then:

- ▶ Bring key members of your team together for a three-day, Sales and Marketing planning workshop
- ▶ Model your Sales and Marketing funnel for the life of the plan
- ▶ Predict gaps in revenue, market size, effectiveness or sales/marketing resources for every stage of the plan
- ▶ Help you select optimum tactics for the execution of your Sales and Marketing plan
- ▶ Set granular objectives for every tactic; for every stage of the plan

Embedding it with precision, we:

- ▶ Document your Sales and Marketing plan as Funnel Plan - a one page, blisteringly-clear, highly-actionable plan for growth
- ▶ Identify all actions necessary to prepare for the execution of your plan
- ▶ Dispassionately review your Sales and Marketing plan, before it is rolled out to your team

And ongoing focus is maintained, as we:

- ▶ Review progress with members of your team every quarter, and
- ▶ Adjust your Sales and Marketing plan as required.

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Thanks to Funnel Logic, many leading companies have refined their approach to sales and marketing, including:



Funnel Camp delivers change

Funnel Camp provides you with the change required to ramp sales and marketing effectiveness by removing the identified impediments to growth.

You'll get:

- ▶ Blistering clarity around the strategy
- ▶ Fresh insight from our experience with over 300 Sales and Marketing planning projects
- ▶ A highly-actionable Sales and Marketing plan to prosecute your strategy
- ▶ Granular objectives and an early-warning system; shortfalls are indicated well before revenue targets are missed
- ▶ Confidence to stop low-yield or non-aligned tactics
- ▶ Your team committed to this plan, and its execution

Testimonials

Past Funnel Camp™ participants speak of these changes:

"We will look back on this event as a turning point in the company's history." - Carey McMahon, Chief Operating Officer

"A clear go-to-market Sales and Marketing strategy for our product." - Michael McTeigue, Sales Manager

"A new way of approaching and executing marketing." - Daniel Jurczyszyn, Segment Marketing Manager

"Allowed us to improve our understanding of our market and how we approach our potential clients understanding the value proposition." - Mike Sewell, General Manager

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"An intense program packed with quality information that delivered a clear path and plan for the way forward. Delivered more than I had expected!" - George Spink, Executive General Manager

"Great course and framework! The collaboration and teamwork the camp naturally created was superb." - Andrew Coffey, Associate Director of Sales

"Great job engaging all participants, from CEO to controller and from sceptic to evangelist!" - Karen Bacot, Director of Marketing

"Attractive one page output will be a very useful and easy to use tool to apply logic and measure success. Also, it will remind me of our focus." - Joanne Cooper, Account Manager, Sales Specialist

Funnel PlanTM

It is often difficult to get everyone from your team on the same page, let alone those in different departments. With Funnel Camp you get everyone on the same page literally, your single page Funnel Plan.

Below is a sample of MathMarketing's own Funnel Plan. This one page communicates what we we're going to do, how often, who's going to do it and when.

View high level

OBJECTIVES	1	2	3	4
Months	\$0.00m	\$0.20m	\$0.10m	\$0.50m
Quarters	\$0.20m	\$0.40m	\$0.50m	\$0.50m
Years	\$1.7m	\$2.5m	\$4.0m	\$4.0m

Focus up the demand generation strategy & plan internationally.

PROBLEMS

Sales & marketing engine is underperforming

WHAT

Integrated Sales and Marketing plan and strategy, tactics, plan and resources. Such as: Funnel Camp (incl. pre-Camp metrics & top of strategy planning workshop), Government plan & content execution, Marketing training sold as Funnel Academy (public and private).

TO WHOM

ICT companies & "funnel" sales engineers from other markets. Pragmatic CEOs / Directors / Owners. Head of Sales / Channel - need of Marketing

THROUGH HOW

Direct sales through accredited Funnel Coaches. Introductions from: CRM vendors & integrators, Partners, VCA, trade associations, existing customers.

AGAINST WHOM

	MV	DY	Local	AB	SPG
Spain	4	0	2	4	1
USP	0	2	3	3	1
Recognition	1	4	3	0	1
Cost	4	3	1	0	2
References	7	2	3	2	5
TOT	24	17	15	15	9

To leverage strength & overcome weaknesses, use Miller Heiman's Strategic Selling (Blue Sheet) to plan each opportunity, and use references early to improve rate of recognition.

FUNNEL MODEL

	M1	M2	M3	Q2	Q3	Q4	Y2	Y3	TOTAL
New Targets	2,995	2,338	343	861	4,162	4,269	15,262	13,073	45,501
Recycled prospects	0	1,508	2,652	8,423	15,719	80,548	114,918	202,002	
Contact received	2,995	3,864	2,995	8,604	12,805	20,008	99,731	128,691	279,803
Interest established	149	189	149	430	520	1,000	4,640	4,460	15,832
Cap acknowledged	35	48	37	120	120	240	1,139	1,961	3,335
Need identified	17	23	18	60	60	115	554	500	1,867
Offer understood	13	20	16	51	51	89	459	500	1,369
Preference formed	6	12	11	38	36	54	310	416	849
Decision made	4	7	8	25	25	33	219	233	693
Revenue	\$0.20m	\$0.30m	\$0.10m	\$0.40m	\$0.50m	\$0.50m	\$2.7m	\$4.0m	\$8.2m
Sales staff (FTEs)	3	3	3	3	4	8	7	10	
Costs utilization	87%	99%	100%	107%	82%	82%	100%	107%	99%

MATURITY OF TARGET MARKETS

Market	Focus	Maturity	DM	CR
Hardware vendors	20%	Main street	6%	6%
CRM integrators	30%	Bowling alley	4%	25%
CRM vendors	25%	Township	4%	6%
System integrators	25%	Early market	0%	10%

CAMPAIN PLAN

New Targets (43901) | Contact received (27852) | Interest established (13552) | Cap acknowledged (3336) | Need identified (1957) | Offer understood (1389) | Preference formed (849) | Decision made (653)

Referral
 LHM rental
 Desktop research
 PR
 Social media
 Specification partner
 Establishing local
 Funnel Coaches
 CEO self-audit

Address call to PA
 Letter re planning or funnel plan
 Partner email, DM, banner ad & web site
 Funnel Webin email & PPT (SPG & partners)

Call to discuss paper and self free mail
 The Impact of underperforming sales and marketing engine
 Webinars
 Email events
 White papers
 YouTube

Funnel Review: Assess health of sales and marketing engine
 Email: Usage hell sheet for free review
 Phone call to qualify and self free mail
 Attend once or register / download 3 times

Use Miller Heiman Blue Sheet to plan opportunity - ID
 Present benefits of review with key
 Leave case study

Present recommendations: feedback to key
 Outline ROI of close plan & self lead

Ready journey - Mission, go, need, solution, ROI, proof
 Highlight cost of traction
 Small bid to allow bid/seasonal
 Selectively offer industry-specific reference calls

Present one-page summary of journey
 Ask for the contract
 Get kick-off date

Your Funnel Plan spells out your objectives, a strategy the whole team buys into and understands, the granular objectives - broken down into month, quarter, year – for the life of the plan, the tactics you will employ to achieve this result, and the steps you will take as you build towards rhythmic execution of the plan.

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About MathMarketing

In Australia, Asia, North America and Europe, MathMarketing has served many leading and aspiring businesses who seek to align Sales and Marketing and pursue growth.

These include AAPT, AXA, CA, Canon, Colonial, Ernst & Young, GE, IBM, NEC, Nokia, Optus, Oracle, Perpetual, SAP, Sony, Telstra, Vodafone and World Vision.

These businesses have been wrestling with at least one of a number of common problems:

- ▶ They lack a clear plan for growth;
- ▶ Their team has gaps in their B2B marketing skills;
- ▶ Members of their team just don't 'get it'; or
- ▶ Sales and Marketing are not aligned.

In addressing these common problems, MathMarketing created Funnel Logic™. Developed as a unique approach to sales and marketing, Funnel Logic unlocks the keys to B2B growth by:

- ▶ Understanding the buying process (we call it the Buyer's Journey);
- ▶ Knowing how many buyers need to take each step and over what time;
- ▶ Selecting tactics capable of moving buyers through these steps; and
- ▶ Measuring the actual results and continuously improving.

To find out more, visit us at:

www.mathmarketing.com

Or call us on:

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