



Partnering with you to create repeatable,
measurable marketing and sales success

Your Marketing Partner

GrowthPoint offers you a marketing and sales-enablement partnership featuring on-demand skills and services that drive tangible, measurable sales results.

GrowthPoint understands that in today's demanding marketing environment, your marketing team may need to augment their skills and tools to get the results you need. We are built specifically to add value to your work in three key ways:

- 1** We offer on-demand, experienced marketing services to fill gaps in your knowledge, skills, and/or bandwidth.
- 2** We offer services that leverage technology to deliver a customized environment for accelerating sales success by converting leads into opportunities across the full scope of direct and channel sales environments.
- 3** We offer an exclusive “narrow and deep” focus that gives us a unique ability to elevate your marketing and sales results as a manufacturer.

Every service we offer is purposely focused on delivering measurable results and providing transparency between marketing strategy/tactics and sales performance.



Services In-Demand, On-Demand

We provide on-demand, experienced marketing services to fill gaps in your knowledge, skills, and/or bandwidth.

Today's complex marketing environment requires expertise and experience that spans many technologies and skills. Considering marketing technology choices alone, chiefmartec.com identifies 7,040 different solutions available to marketers. ([See Marketing Technology Landscape Supergraphic](#))

We bring our deep bench of marketing experts in an on-demand environment to lead or supplement your staff to fill gaps in knowledge and skills. In this way, we help create more success in achieving your marketing goals. With GrowthPoint marketing services, you get:

- perspective into strategic marketing plans across the entire marketplace
- recommendations that allow you to maximize your demand-generation spend through benchmarking what works across all clients
- “fractional” service for services-on-demand for projects
- best practices for technology, messaging, branding, media planning and placement, demand generation, lead qualification, lead nurturing, etc.

In today's marketing world, it's difficult, expensive, and sometimes impossible to have all the expertise you need in house. GrowthPoint has proven marketing knowledge and expertise that our customers value. GrowthPoint is not a vendor; we are a true partner focused on ensuring that you succeed.

YOUR TEAM IS TASKED WITH THE RESPONSIBILITY OF:

Take a deep breath...

marketing strategy, market research, market segmentation, segment persona and pain point identification, value-proposition identification, messaging-conversation mapping, customer messaging, branding, media research, media strategy and planning, media negotiation and purchasing, media execution and performance tracking, marketing automation, lead nurturing, marketing content creation, ad creative (graphics and content), demand (lead) generation planning, lead delivery, and overall marketing lead performance measurement to be accountable to sales and your business.

That's a lot, and we probably missed a few things.



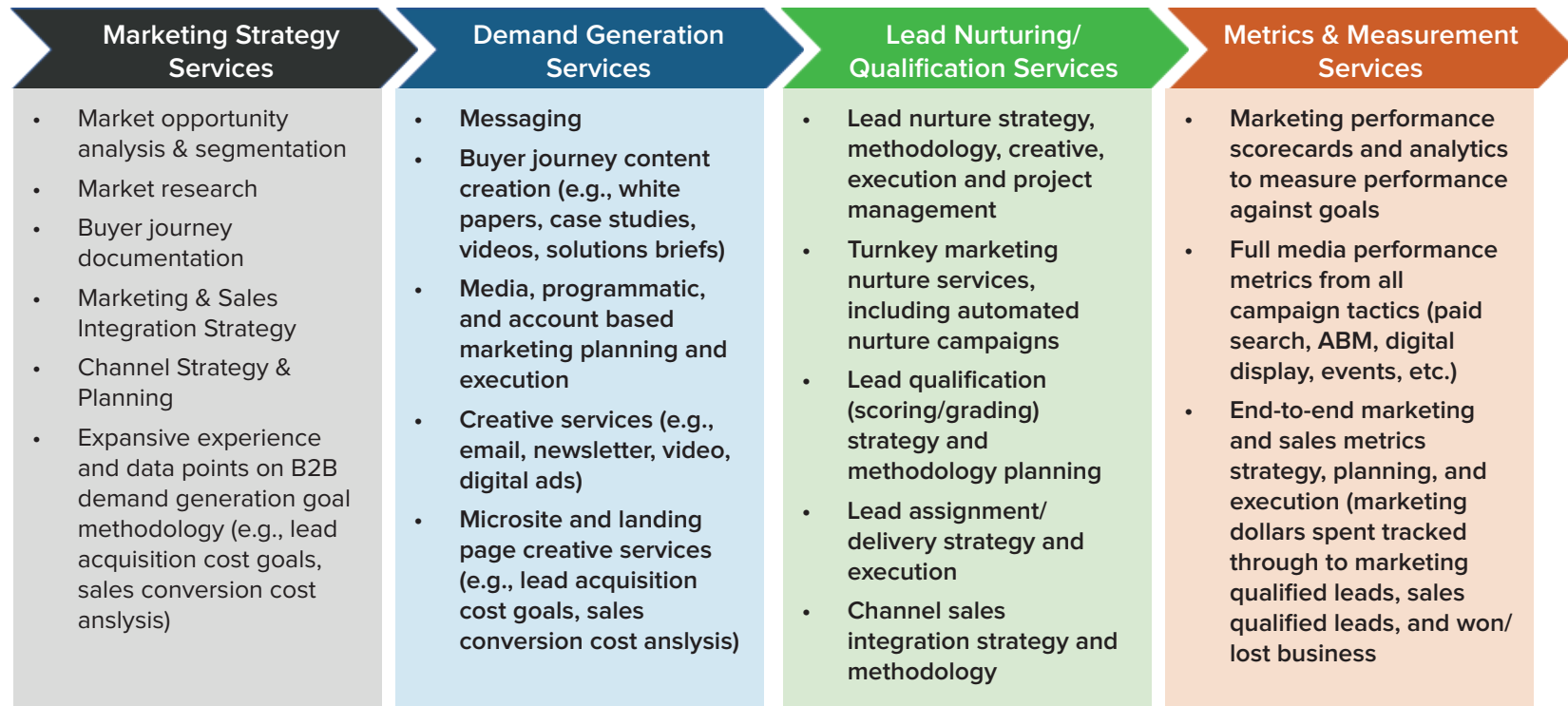
Services In-Demand: Example

Our team functions as an extension of your team.

Case Note: Demand Generation Campaign

Consider the example of developing a demand generation campaign (the strategy, planning, execution, metrics). Figure 2 outlines the major tasks you must lead and manage to be successful. The figure correlates the types of expertise and resources Growthpoint can supply to you, adding value to and augmenting your work. You focus on deploying your own skills and resources that best utilize your strengths. As your marketing partner, we fill the gaps to identify and generate leads, creating success for you and your sales teams.

Figure 2 – Growthpoint on-demand services



Whether you take advantage of our in-depth industry knowledge, our insights into the manufacturing-sales ecosystem, our media savvy, or our expertise in marketing or lead management, GrowthPoint can accelerate your success by providing exactly the marketing resources and services you need.

Services That Leverage Technology

We offer services that leverage technology to deliver a customized environment for accelerating sales success by converting leads into opportunities across the full scope of direct and channel sales environments.

GrowthPoint offers B2B marketers essential lead capture, qualification, and nurture tools that are optimized for manufacturers selling both directly and through the channel. Your environment is not the norm for most consumer-focused marketing tools. The complexity involved in connecting your marketing tactics to sales at the end of your channel is simply not available in the typical “DIY” marketing software.

We strongly believe that every dollar you spend on marketing should be about getting the results you want. You should not have to buy technology, add staff to operate technology, deal with the bugs and upgrades, and all that goes with technology BEFORE you begin to see benefits. GrowthPoint offers results-focused services that leverage technology in key areas to deliver direct benefits to you without the technology hassle.

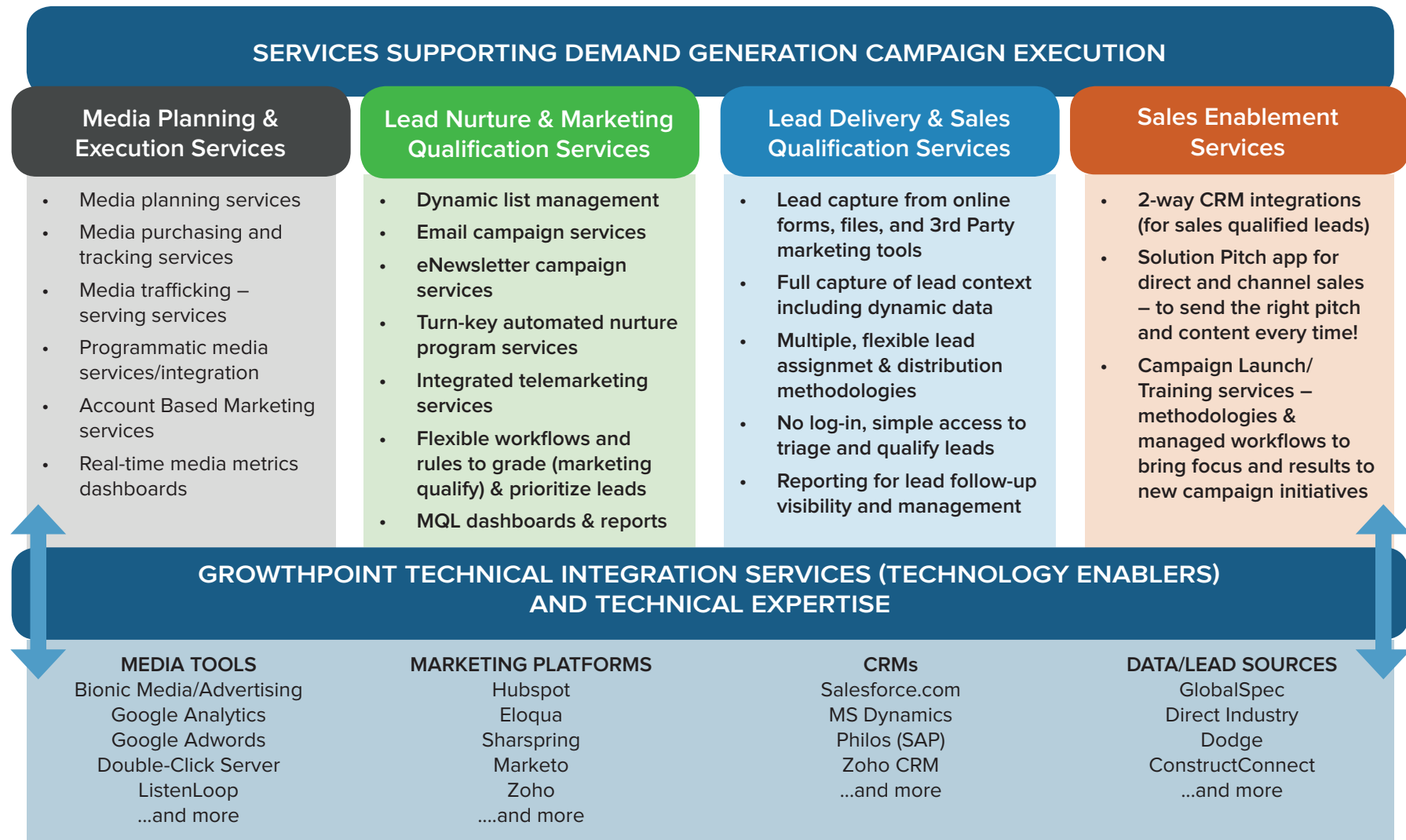
Our philosophy is to provide the services, and results, you need so you don't have to take on the task of constantly managing the technology, staffing, and expertise required to own that technology yourself.



Services That Leverage Technology

We provide the results you want and deserve.

With GrowthPoint, we deliver results using the latest technology, and more importantly the market expertise and hands-on support required, to create the custom environment appropriate for your go-to-market model. In Figure 3, you see examples of the services we provide that leverage various underlying technologies using our own expertise and technology integrations.





Services Built on a Narrow and Deep Focus

GrowthPoint's exclusive "narrow and deep" focus gives us a unique ability to elevate your marketing and sales results as a manufacturer.

Behind all of these services and tools is a company that offers narrow and deep expertise that brings immediate, positive impact to your marketing mission. Our roots are in industry. We were President's, Sales & Marketing VPs, and leaders in industrial manufacturing. We were sales people, sales managers, editors, speakers, and marketing managers in the media world. We were and are designers, writers, technicians, software providers, media planners, strategists. This background and expertise of our team creates a firm with a "narrow and deep" focus that provides a "wide and diverse" reach into the marketing and sales-execution talent market.

Our full-time staff is evenly divided between those with industrial manufacturing and/or power utility career lineages and those from the technology, marketing technology, and B2B media/publishing worlds. We are "narrow and deep" when it comes to understanding our industries in a rich and informative way.

We also have an extensive network of other trusted resources and contractors who we rely on as necessary. In the same way that producing a great movie involves bringing together the right director, writers, and actors, we select the exact talent needed to ensure your project's success. We get the best video producers, designers, writers, and other talent needed to supplement our own narrow and deep skill sets and knowledge.

Bottom line: We make you better by leveraging our deep experience in industrial manufacturing sales and marketing and our extensive reach into the right talent pools. We start where you are and grow with you.



Your Partner to Achieve Sales Excellence

Your Partner to Achieve Sales Excellence

GrowthPoint provides B2B industry insights and real-world marketing and sales expertise to help you drive winning sales behaviors.

We understand the challenges of creating consistent results from multi-channel sales teams. GrowthPoint offers services and tools to help you elevate skills across all your sales channels to accelerate the results you are tasked to deliver.

- 1** We combine our narrow and deep B2B industry focus with real-world sales and marketing experience to help you develop a go-to-market roadmap that aligns sales and marketing team efforts into one set of “win-win” goals, activities, and KPIs.
- 2** We provide proven sales tools and services to elevate your sales practices across all channels to best-in-class performance levels.
- 3** We offer sales leadership the insights, tools, and services to support data-driven decision-making on marketing and sales activities and practices.

Every service we offer is purposefully focused on delivering measurable results and providing transparency between marketing strategy/tactics and sales performance.



Go-to-Market Execution Strategy

Our sales consulting services are dedicated to helping you generate sales results. Period.

GrowthPoint brings you deep experience, both in the B2B industries we serve and in direct and channel sales leadership. We offer an informed outside perspective and work together with you to refine sales strategies that maximize revenue opportunities.

Utilizing a combination of market research, one-on-one conversations with key stakeholders, and hands-on workshops, GrowthPoint's experienced sales consultants can help you:

- Identify target market segments
- Evaluate market segment size and opportunity fit
- Create market segment buyer profiles and personas
- Determine market segment share/penetration, competitors, and key success factors
- Prioritize market segment opportunities based on ROI
- Develop a sales messaging framework for key market segments and personas
- Optimize sales channel structure to maximize effective market coverage

Go-to-Market Roadmap: Strategy. Structure. Processes. Best Practices.

**“OUR GOAL IS YOUR GOAL —
WE WANT TO HELP YOU ELEVATE
SALES SUCCESS ACROSS ALL YOUR
GO-TO-MARKET CHANNELS.”**

Bruce Hammond, Founder/President, GrowthPoint



Win-Win Marketing & Sales Alignment

We help you bring sales and marketing together to create a joint framework that supports agreement on strategies, goals, activities, practices, and most importantly – common KPIs.

So many B2B organizations are mired in an on-going interdepartmental spat in which marketing accuses sales of “not following up on their leads” and sales counters with complaints that marketing “isn’t giving them ‘good’ leads.” It is no wonder “alignment between sales and marketing” tops the list of obstacles B2B sales organizations must overcome when faced with trying to convert leads into sales, according to the latest B2B Marketing Trends Report. (November 2018)

The real disconnect is typically a lack of mutual agreement on processes and metrics at a key point where their objectives overlap: leads. A fully aligned marketing-sales joint execution strategy is crucial to the success for almost every business.

We work with clients to eliminate this familiar finger-pointing and create a “win-win” framework that fuels growth and success.

High Level Marketing-Sales Alignment Framework

Marketing & Sales Common Definitions	
Marketing Commitments	Sales Commitments
Metrics/KPI's on activities, commitments, progress, goals	
Mutual transparency and accountability	



DEBUNKING A MYTH

Advancements in technologies and methodologies have created a myth that marketing can accurately define and deliver “sales qualified leads.” Work with GrowthPoint, and we will debunk this myth and make sure you and your marketing team come to agreement on what sales wants, what they will qualify, and what they convert into opportunities and sales pursuits.

Sales Enablement Tools that Drive Results

We offer services that leverage technology to deliver a customized environment for accelerating sales success by converting leads into opportunities across the full scope of direct and channel sales environments.

The truth is, not every salesperson and sales manager has the same experience, skills sets, or product knowledge as your top-performers. To elevate performance across all sales channels, we offer services and tools to give the entire team a competitive leg up. This goes well beyond having a common CRM application. Our suite of services and tools supports all your go-to-market sales channels – direct, distributor, and manufacturer rep.

- Lead management services and tools that are easy to use, easy to measure, and easy to integrate with your CRM
- A sales enablement suite of custom services and tools that help you:
 - systematically and successfully “launch” (and measure) high-profile, must-win sales initiatives across all sales channels
 - support every salesperson’s ability to deliver consistent “pitches” that resonate with your prospects and customers
 - enable your front-line sales professionals to proactively plan and execute customized local sales events focused on your solutions
- Customized reports and real-time time dashboards that provide sales professionals, managers, and executives visibility into how sales and marketing activities are performing



HOPE IS NOT A STRATEGY

How many times have you created new collateral and gathered your sales teams for a meeting (or webinar) to announce new products or introduce an important sales initiative?

Ever wonder what efforts are made when everyone returns to their territory?

Do you really know which products and initiatives your channels are giving priority treatment?

Don't guess — KNOW!

Sales Enablement Tools that Drive Results

We offer lead management and sales enablement services and tools that work seamlessly with all sales channels – direct, distributor, and manufacturer representatives.

Triage Leads Quickly to Find Opportunities

Insidesales.com reports that 35%-50% of sales go to the vendor that responds first. GrowthPoint's **Lead Management Services** ensures that your direct and channel sales teams can quickly and efficiently triage leads to disqualify, qualify, and convert them into opportunities. We greatly increase sales effectiveness and accountability by shortening the time and eliminating “systems” between lead identification (marketing tactics) and sales opportunity qualification (your sales pipeline).

Build Your Sales Pipeline Faster with Total Transparency

Ready to launch a new sales initiative? We combine guidance and support in our **Product Launch Services** to help you create launch kit materials and provide the framework and repeatable workflows to systematically train your entire sales channel, identify target accounts, and measure progress every step of the way.

Bring the laser focus, messaging, support, and transparent accountability required to fill your new pipeline quickly with highly targeted accounts to ensure success.

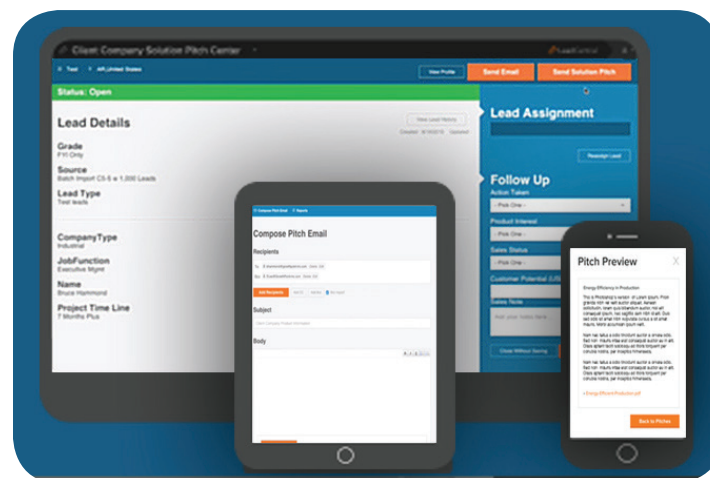
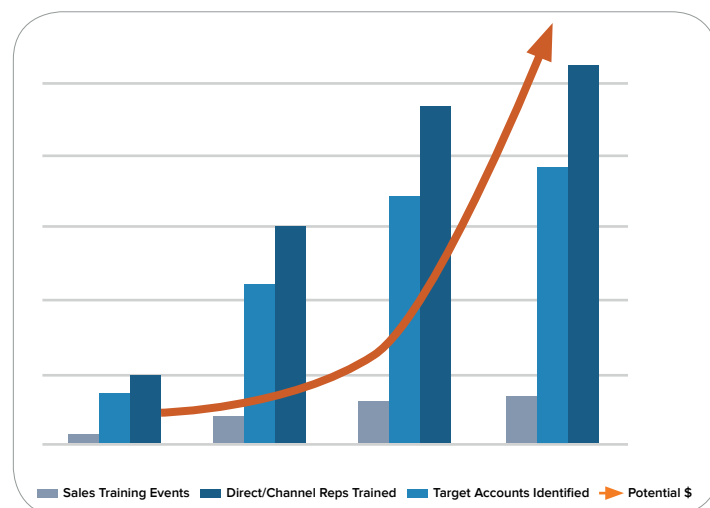
Empower Sales with Sales Pitches That Win

Our **Solution Pitch** application and services enables every direct and channel sales rep to elevate their customer and prospect responsiveness by supercharging one of the most common technologies they use every day: email.

Using our mobile and desktop Solution Pitch app, sales is able to proactively deliver information and collateral to prospects about your products and other initiatives within minutes, and gives you full visibility into the process and prospect engagement.

With Solution Pitch, watch as these easy-to-use pitches turn into engaged sales opportunities.

Systematically Building Your Sales Pipeline



Without Metrics, Success is only a Wish

You can't improve what you don't measure. From demand generation strategy to sales activities, all the way through to winning P&L outcomes, GrowthPoint is committed to providing you insights into what's really driving your go-to-market performance.

We offer a variety of real-time, actionable dashboards and customized push-reports for the sales initiatives we help you develop and implement.

Lead Management Reports

Open Lead Tracking & Management Roll-Ups

- For each individual salesperson across all channels
- For each company sales office or region (direct sales)
- For each channel partner (distributors, reps)
- For sales management (lead summary reports for all key accounts, offices, and channels)

Campaign Launch Sales Activity Reports

- For each individual training event
- Summary roll-up for each channel partner (distributors, reps)
- Summary roll-up report for sales management across all offices and channels

Solution Pitch Activity Reports

- By each sales organization
- By each pitch group

Lunch & Learn Activity Reports

- For each client-facing event
- Summary roll-up specific to each channel partner
- Summary roll-up for sales management





Ready to start a long and
valuable partnership?

Contact GrowthPoint today.

www.growthpoint-inc.com

Wayne Madden
wmadden@growthpoint-inc.com
(312) 291-8793