



**High Impact Business  
Growth Solutions**

# ***THE REVENUE ACCELERATOR™***

**4th Quarter, 2010**

[www.marketdevelopment.net](http://www.marketdevelopment.net) • (925)  
648-0680



**Eric Wiedenmann**  
President/Founder

## **From The Editor**

Welcome to the 19th issue of The Revenue Accelerator™. This publication was established as a direct result of recommendations from a Market Development Group, Inc. (MDG) Client Satisfaction Survey. The purpose of the newsletter is to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The MDG staff encourages our readers to give feedback on the articles included in this newsletter. We welcome any suggestions of articles or topics you would like to have included in future issues.

## **Eric W. Wiedenmann**

President/Founder

Market Development Group, Inc.

[ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net)

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### **About Market Development Group, Inc.**

### **MDG Update**

By: Eric Wiedenmann, President - Market Development Group, Inc.  
The MDG team is helping clients get out of the Great Recession (which was declared officially over in June 2009 by the National Bureau of Economic Research) by providing "as needed" sales management services, customer satisfaction surveys, new product launches, and government funded outreach programs to manufacturers in California and Ohio.

MDG is helping clients get a larger share of wallet from their customers by helping them understand what it takes to earn more of their business. One client in the Bay Area has had a sales increase of 81% in 2010 compared to 2009. Increasing clients' stakeholders' wealth and creating jobs are very rewarding endeavors.

### **Social Networking**

By: Eric Wiedenmann, President - Market Development Group, Inc.

Social Networking has allowed businesses to improve their customer service resulting in retained loyal customers by providing a sense of greater connection. Companies now have the ability to see what their customers and target customers think about their products or

services in virtually real time. They do this by observing “live conversations” about their products or services and then post comments or resolutions for all to see. In past decades, it had taken weeks if not months for companies to gather data about their customers’ feelings or intentions.

Channellock, Inc., a pliers manufacturer based out of Meadville, PA that was named the Manufacturer Marketer Of The Year in 2009, attributes much of its success to social media platforms such as Facebook Fan Page and a Twitter Handle. Channellock’s social networking platforms have drawn visitors from all walks of life and many market segments including, plumbers, electricians, farmers, HVAC technicians, contractors, mechanics, handymen, and home do-it-yourselfers providing the company with timely and valuable feedback quickly and cost-effectively.

Many businesses will decide not to use social networking and social media for some time. These companies will do this at their own risk as they find out that their competitors will probably not wait around.

## **The Principles of Highly Persuasive Messaging** ***Create Your Most Effective Messaging with These Objective Evaluation Criteria***

By: Michael Cannon, CEO & Founder - Silver Bullet Group, Inc.

As the crowded global environment becomes even noisier in a sluggish economy, sales and marketing professionals must learn and apply new tactics when it comes to messaging if they want to have more influence on the customer’s decision to buy.

This critical requirement is the crux of the article, which features 20 objective evaluation criteria that can be used as a tool for creating clear, concise and relevant messaging.

“The most crucial category of messaging in persuading potential customers to buy your product or service is sales messaging,” says Michael Cannon, Silver Bullet Group CEO. “Often the messaging we see is highly descriptive and not specific to a particular customer. If businesses improve the words they use to persuade people to do

business with them, they can increase win rates by 15% or more almost immediately.”

### **Highest impact on sales and marketing effectiveness**

According to the sales effectiveness research firm, [CSO Insights](#), and illustrated in an excerpt of its [2008 Sales Performance Optimization Report](#), improving sales messaging has the highest impact on sales effectiveness for the lowest cost and the least effort. “If creating great messaging came naturally, more people would already be doing it well,” says Barry Trailer, managing partner of CSO Insights and an expert on sales methods in complex business-to-business environments. “Everyone is under pressure to optimize performance within shorter time frames. Without a guide for what constitutes great messaging, it’s easy to overlook the basics that make a big difference.”

“In today’s tough market environment, high-tech companies are seeking practical and near-term ways to improve win rates,” says Michael Eckhardt, Senior Managing Director of [The Chasm Institute](#). “Our 18 years of teaching market strategy workshops show that high-impact messaging is one of the single greatest drivers of sales effectiveness. Companies will therefore benefit from such a timely set of messaging principles and evaluation criteria.”

### ***About the Silver Bullet Group, Inc.***

We help companies generate 10-15% more revenue from their sales and marketing investments by improving both the words (messaging) and tools they use to persuade people to buy from them. The proprietary Silver Bullet Sales Messaging® System enables order-of-magnitude improvements in messaging effectiveness and marketing deliverables, such as demand generation, collateral, sales tools and sales/channel training, while simultaneously increasing sales performance. It is a true silver bullet! Visit [www.silverbulletgroup.com](http://www.silverbulletgroup.com) for more information.

**Capture Market Share and Increase Your Top Line by**

## **Making the Most of Your ERP Capabilities**

By: Bill Browne, Manex Consulting

### ***What is ERP?***

Enterprise Resource Planning, or ERP systems, are integrated, modular information management systems used to accumulate, manage, and present all of the transactional data in your enterprise.

### ***What can ERP do for your business?***

ERP systems deliver real-time information about all aspects of operations, allowing decision makers to proactively pursue opportunities in the market for the company's products. ERP systems help reduce lead times, improve delivery, provide instant accessibility to order status, and allow for efficient capacity and resource utilization planning. Best-in-class ERP implementations deliver:

- 20% reduction in inventory
- 99% inventory accuracy
- 97% complete and on-time delivery
- 96% internal schedule compliance
- 3.3 days to close each month
- 25% reduction in invoice errors

Like many technical solutions, the internal improvements are given a great deal of attention in the decision-making process, yet the ability of those improvements to positively affect external factors is not addressed. For example:

- **Pricing Power:** Delivering superior customer service allows a company to eventually hike prices and work with more profitable customers. For instance, an ERP-enabled supplier that has reduced its lead time from 30 days to 14 days can expect to be able to raise prices by 8% without a corresponding drop in demand
- **Market Share:** More sophisticated customers, with more reliable payment performance, expect their suppliers to be on top of their internal processes. A good third-party consulting

firm can show you how to use ERP-derived capabilities to target these customers and win their business

- **Business Intelligence:** ERP systems are data-rich, and the right systems provide users with accessible tools for mining that data to provide market insights. That allows targeted product development, better market penetration, and faster fact-based decisions for new product introductions
- **Lead-to-cash Time:** ERP systems allow strategic alignment between the lead-to-cash process, the supply chain, and the fulfillment process. ERP systems reduce invoicing errors and order disputes by 25% to 40%

Customer perceptions of reliability, efficiency, and timeliness that arise from the outcome of an effective ERP implementation represent a marketing opportunity. Not only can you control costs and improve planning, but you can let prospective customers know that you're a superior manufacturer – because now you truly are.

### ***What can ERP do for your business?***

Capable, ERP-driven suppliers are known by their customers as the go-to source for production materials and services. The reputational advantages that an ERP implementation provides deliver real benefits in terms of sales and profitability. Customers will naturally turn to suppliers with whom they have positive past experiences (and away from those with whom they have had negative experiences). Being on top of what your customers want, as well as your ability to provide it at the right time, makes your company rise to the top in the customers' eyes.

Capitalizing on the long-term revenue benefits of an ERP implementation requires a strategy for module selection that recognizes the revenue growth enabling potential of an ERP system as a critical goal. The selection process has enormous leverage over the outcome of the implementation, and careful consideration of the intended use of the system leads to the best results. A strategic implementation of an ERP system yields much greater benefits than a poorly thought out implementation or even one that is well-

executed but not strategically aligned.

<b>Strategic Implementation</b>	<b>Typical Implementation</b>	<b>Poor Implementation</b>
20% reduction in inventory	12% reduction in inventory	5% reduction in inventory
14% reduction in operational costs	9% reduction in operational costs	4% reduction in operational costs
15% reduction in administrative costs	10% reduction in administrative costs	6% reduction in administrative costs
18% improvement in manufacturing schedule compliance	12% improvement in manufacturing schedule compliance	5% improvement in manufacturing schedule compliance
18% improvement in complete and on-time shipments	12% improvement in complete and on-time shipments	6% improvement in complete and on-time shipments

For the companies that can capitalize on the revenue enhancing capabilities of an effective ERP implementation, the operating environment is far less ambiguous. Knowing exactly what the capabilities of their production systems are allows these companies to pursue opportunities in the marketplace that their competition passes up because of uncertainty or incomplete information. Knowledge is power, and knowing that you can meet the market on time and at a profit enables you to grab market share from your competition by delivering on promises that others can't even make. The insight and process capability that an integrated, ERP-driven company possesses give it great reach in the market.

### ***How do I get started?***

For more information or to schedule an appointment, please contact Bill Browne at [bbrowne@manexconsulting.com](mailto:bbrowne@manexconsulting.com) or contact us through our website at [www.manexconsulting.com](http://www.manexconsulting.com).

## About MDG

Market Development Group Inc. (MDG) is a professional organization specializing in value added, quick turnaround and fast payback of sales, marketing and product management solutions for entrepreneurial, mid-sized and Fortune 500 companies. MDG has over 50 clients nationwide.

## MDG Provides the Following Benefits to Its Clients

Revenue/profit growth by finding and developing new sources of revenue

- Sales and marketing programs implemented timely and cost-effectively
- Gathers and provides critical market research to help clients make better informed strategic decisions
- Increased competitive advantage through "SWOT" (Strengths, Weaknesses, Opportunities, Threats) Analysis

## What Our Clients Say About MDG

MDG was a significant factor in taking a business unit from six figures to middle seven figures. MDG has some "quick and dirty" ways of getting a lot of information without spending a lot of money and time.

*Ron Prescott - President, RJP Inc.*

MDG

is dependable, thorough, meets deliverables, and keeps you informed.

*John Pendergrass - COO, TRW-Lucas NovaSensor*

MDG is a very focused, cost-effective way to generate marketing information and strategic data.

*Dave Marshburn - Sr. Director, Seagate Technologies*

MDG provided me with a marketing plan that I could use to develop a larger client base. MDG can zero in on what the objective is, reduce some of the minutia you're going through, and put together a marketing program that really works



**MDG Difference/Why You Should Work with MDG**

MDG provides a unique blend of customized, practical, objective, timely and cost effective business development, market research/market intelligence and "road maps" to successful program implementation services. MDG's mission is to deliver a fast R.O.I. to all clients. As an objective independent service provider, MDG is able to craft creative solutions for our clients. MDG is the originator of "The Rapid Response High Impact Sales Plan™."

for you.

*Darren Merritt - VP,  
Boardwalk Investments*

MDG is proactive, has excellent follow-through, and exceeds service expectations.

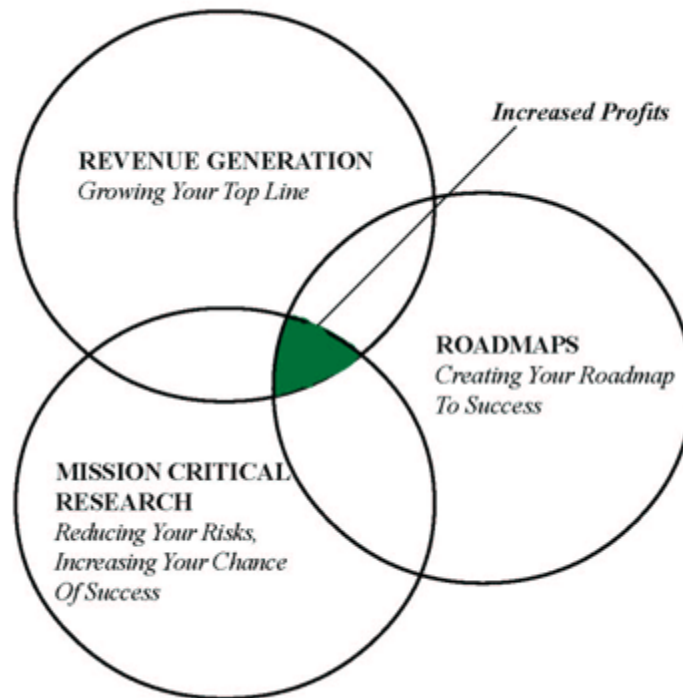
*Todd Schuelke - Vice  
President, Eclipse Group,  
Inc.*

MDG's willingness to take the extra step, spend the extra hours and pull the team together was a big ingredient to our current success.

*Albert R. Steele - President,  
CBC Industries*

**Increasing Sales and Profits Quickly and Cost Effectively**

**This Is How MDG Helps Its Clients**



### **Revenue Generation:**

- Increasing Closure Rate
- Finding Untapped Markets
- Time/Territory Management
- Developing New Channels
- Business Development



### **Research:**

- Helping Companies Make the Right Mission Critical Decisions
- Customized Market Research
- Competitive Intelligence
- Opportunity Identification
- Customer Surveys
- Finding Acquisition Candidates



## Roadmaps:

- Strategic Marketing Plans
- Rapid Response High Impact Sales Plans

## Contact Information

### **Eric W. Wiedenmann**

President/Founder

Market Development Group, Inc.

[ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net) •

[www.marketdevelopment.net](http://www.marketdevelopment.net)

9000 Crow Canyon Rd., Suite S #304 • Danville, CA 94506  
(925) 648-0680 • (925) 648-9282 Fax

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