



### Product & Service Overview



#### What is an Existing Customer Base – Revenue Generation Program?

When Alliance Group International uses the term Revenue Generation Programs we are defining the “go-to-market” programs that achieve sales revenue goals for your organization within your current installed customer base. Installed customer bases are often responsible for a majority of the total revenue plan. We have highly refined processes and models developed over the past 18 years that will enable your organization to:

- Formulate strategy around client advocacy and revenue requirements
- Calculate sales lead requirements to achieve revenue goals
- Grow strategic accounts from current business relationships to the next level
- Develop power flow identification at parent (corporate), divisional and site level
- Map new decision makers, influencers, titles and functions
- Identify short, mid and long term sales projects and initiatives
- Route, track and manage the qualified sales opportunities
- Determine opportunity assessment and penetration figures for accounts

#### AGI approach key differentiators:

- AGI “Touch Wave” process results in higher contacts rates, higher sales opportunity conversion rates and higher field sales close rates when compared to traditional lead generation approaches:
  - AGI opens doors for our clients into other new business and divisions
  - AGI achieves qualification rates of 12-32% vs. 5-8% of competitors
- AGI programs integrate your marketing calendar with the right combinations of direct marketing tools and messaging for optimal results. Resources include:
  - Database/list, email, call center IB/OB, direct mail, digital marketing, lead management, tactical reporting and program analysis

#### What is the value of an AGI run Existing Customer Base Program?

Your customers are Gold! AGI programs protect the investment your organization already has in the installed customer base. It costs less to keep and grow your current customers over developing new ones. Using AGI on your existing customers, will allow your organization achieve project win rates that are 4-8 times higher than new business development activities. Our approach is to leverage your current successes, to generate substantial return on investment. You will receive:

- Reduced customer base attrition
- Optimized key account revenue generation in current and new divisions
- Increased license sales revenues
- Increased service sales revenues



### How do we engage?

- AGI uses a comprehensive implementation process for each program
- Establish the plan and methodology around your revenue goals
- Select key target organizations
- Review positioning, messaging and communications tools
- Develop the go-to-market touch plan and tactics
- Perform in-depth research to map pertinent corporate and divisional contact information
- Database review and parse
- Data supplementation
- Execute go-to-market touch plan to interview, to verify and to confirm title and function
- Discover pain points, priorities, budgets and initiatives
- Lead routing, tracking and management

### Deliverables:

- Planning:
  - Best practices roadmap and program documentation
- Execution:
  - Systems infrastructure set up and development
  - Knowledge transfer to team
  - Program kick off
  - New contact and the functional data collected, mapped and archived in your smart base
  - Increased inquiry and awareness flow
  - New sales opportunities generated in current accounts and new divisions
  - New contacts and sales opportunities generated in new divisions
  - Sales lead status tracked and measured
- Management:
  - Daily account management
  - Weekly reporting, benchmarks and course corrections
  - Prospect pipeline report
  - Periodic ROI analysis and recommendations
  - Technology edge:
    - Lead management tools
    - Digital & E-marketing tools
    - On-line & Search Engine marketing tools



### Existing Customer Program Example:

The objective of the below plan was to accelerate the Existing Customer sales process.

This approach will leverage and integrate the components in a fashion that yields a better return for the demand generation investment for each Existing Customer. This example includes:

- Existing Customer account growth and penetration
- Profiling Existing Customer new Divisions / Subsidiary, titles & function
- Touch wave integrated communication series (3 to 6) email and outbound calls with orchestrated messaging to leveraging current corporate relationships for best results. (Opt-in approval obtained)
- Estimated 12-32% A, B, C level sales opportunities in new areas vs. previous range of 5-8%
- This example also promoted and registered prospects for a Web event and live business event in weeks 9 & 12.

Example: Existing Customer Penetration Plan									
90 Day Go-To-Market Plan	1-2 Week	3-4 Week	5-6 Week	7-10 Week	11-12 Week	2 QTR	3 QTR	4 QTR	
<b>Program Modules</b>									
<b>Client &amp; Campaign Management</b> ← Review Current Situation & Efforts Layout Rolls & Responsibilities Deliver "Go To Market Roadmap" Weekly & Monthly Reporting Metrics Best Practices, Courses Corrections etc..	<i>Weekly Account Management &amp; IP Interaction</i>								
	X	X	X	X	X	X	X	X	
<b>Marketing Communication</b> ← Messaging, Positioning, Offer, Creative, Graphics, HTML etc...	<i>Product / Solution &amp; Title Specific Messaging</i>					<b>Nurturing Process:</b> Interviewing, Qualifying & Archiving			
	X	X	X	X	X				
<b>Account Profiling &amp; Mapping</b> ← By Title & Function By Division / Subsidiary/ Dept's, etc...	<i>Target Market Interviewed, Qualified &amp; Archived</i>								
	X	X							
<b>Lead Generation/Appointments</b> ← Integrated Messaging & Touch Wave: Custom call center support, custom email sequence, In/Out bound telemarketing Electronic fulfillment, Reporting...	<i>Existing Divisions &amp; New Target Div. &amp; Sub</i>								
	Launch	In progress	In progress	In progress	In progress				
<b>Event Strategy</b> Web Meeting/Seminar/Tradeshaw/ Exec. Events Pre – During – Post Event Support Recruitment, Confirmations etc...		Launch	In progress	1 <sup>st</sup> Event in 9 <sup>th</sup> week	2 <sup>nd</sup> Event in 12 <sup>th</sup> week				

This Best Practice model shows the leveraged and integrated method that delivers higher value and results:

- Better corporate wide penetration & education creates brand preference in your favor
- Better qualified opportunities loaded into the sales funnel improves close %
- Better leveraged use of marketing resources, saves money and time to market