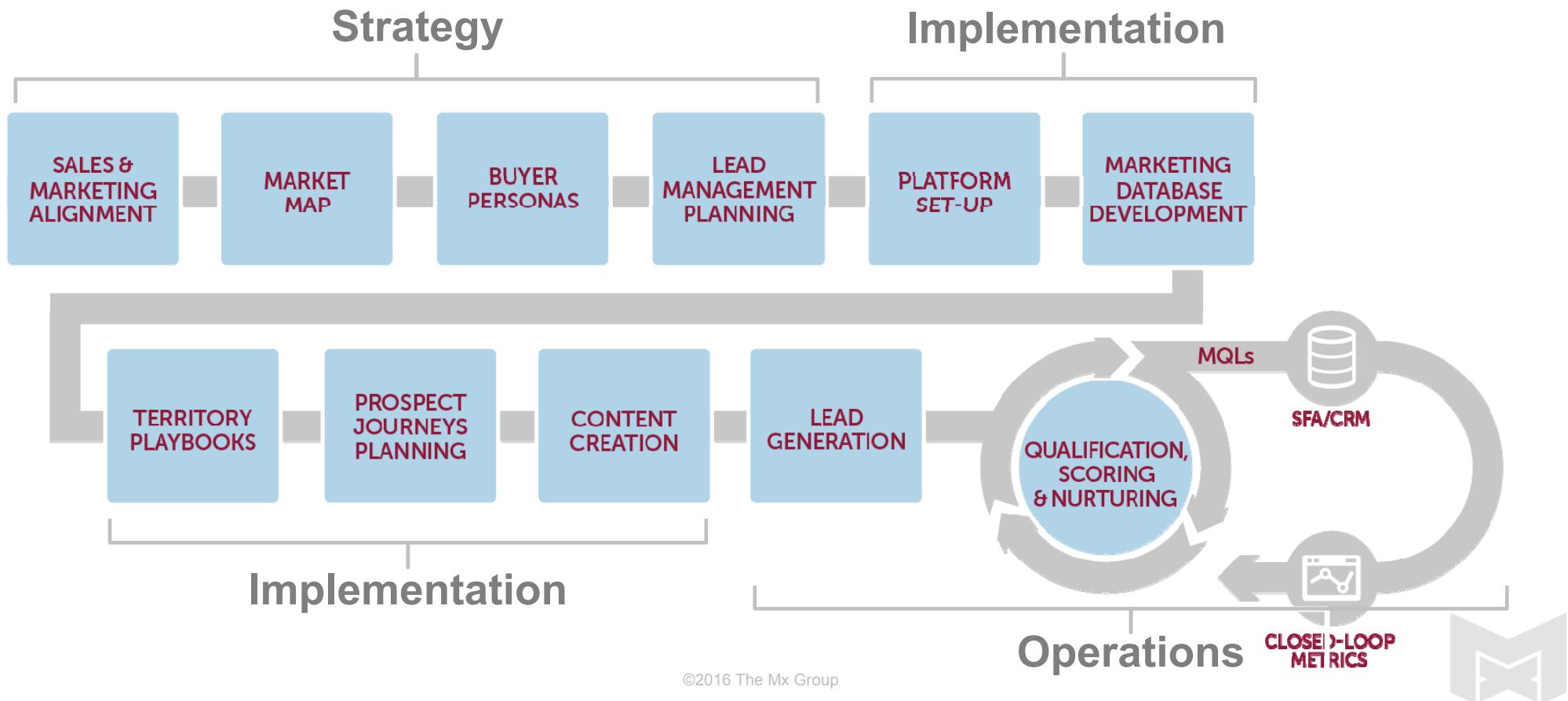


Our Process

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Total Market Experience Engine



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SALES & MARKETING ALIGNMENT

- Discovery / Collaboration
Develops a rich understanding of markets, qualification criteria, current sales processes
- Demand Waterfall
Breaks revenue goals into lead counts, lead volume, lead flow, and what will be originated by marketing vs sales
- Demand Funnel Classification
Definition and agreement between sales and marketing of MQL, SAL, SQL
- SLAs
Agreement and commitment on lead definition, qualification, roles, follow-up, escalation, feedback timeframes, etc.



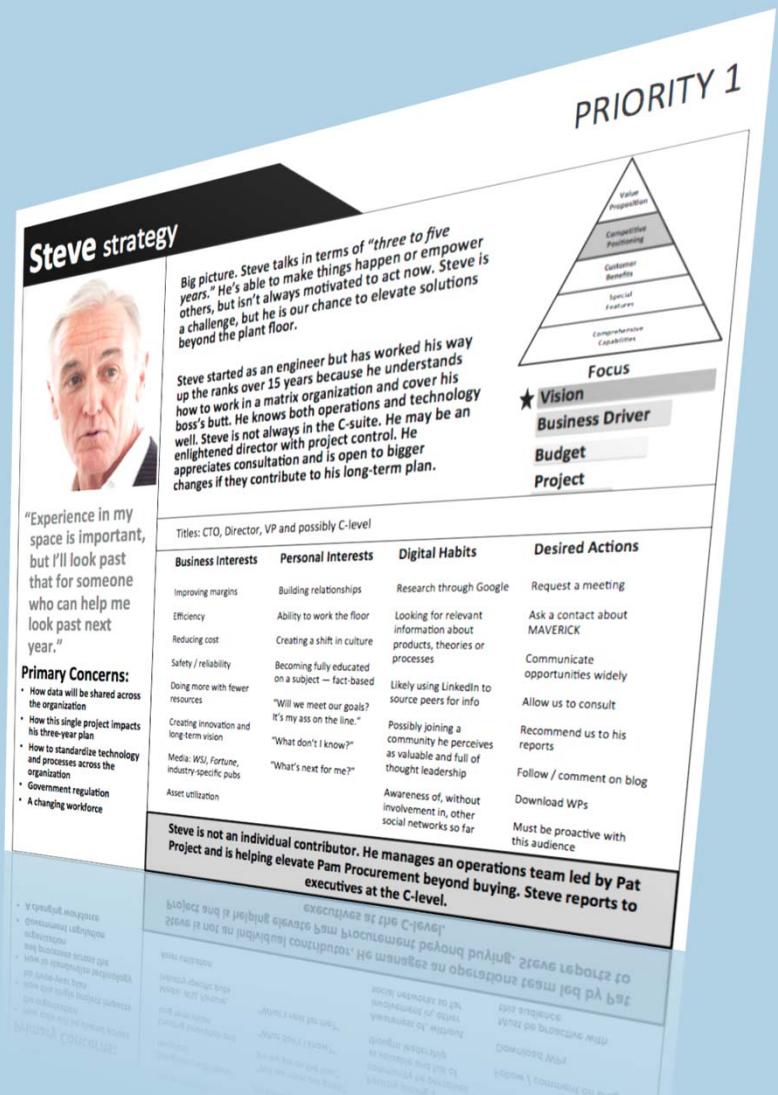
MARKET MAP

Sector	Electrical	Oil & Gas (Energex)			Structural Steel (HSS)			Foundations (Piling)			Engineering Services (Geotechnical Civil)		
	Electrical Contractors	Crude Petroleum and Natural Gas Extraction (OCTG)	Natural Gas Liquid Extraction (OCTG)	Drilling Oil and Gas Wells	Oil and Gas Pipeline Construction (Line Pipe)	Engineering Services Firms (Civil Structural)	Industrial Building Construction	Commercial and Industrial Construction	Metal Fabricators / Contractors	Industrial Building Construction	Highway, Street, and Bridge Construction	Other Heavy and Civil Engineering Construction	
Company Size	Count												
1-10 employees	134,387	4954	311	2,386	1,990	13227	8,748	53,042	1,751	8,748	25,439	8,497	13,227
11-50 employees	12,379	713	49	449	601	2,000	2,028	12,753	160	2,028	4,414	1,331	2,000
51-100 employees	1,443	121	14	86	128	272	321	1,658	19	321	824	216	272
101-500 employees	912	168	14	93	81	138	214	946	6	214	630	172	138
501-1,000 employees	70	32	1	16	2	9	22	80	1	22	64	35	9
1,001 - 2,500 employees	39	24	2	16	4	9	11	50	-	11	37	25	9
2,501+ employees	15	26	-	20	1	7	6	33	-	6	11	26	7
Region													
United States	136,217	6545	514	2,868	2,699	16,106	9,879	63,996	1,657	9,879	31,097	9,661	16,106
Canada	16,069	1,088	64	640	327	922	2,000	7,590	306	2,000	3,665	1,257	922
Total	152,285	66,539	575	3,508	3,026	16,028	11,875	71,586	1,963	11,875	34,762	10,918	17,030

Ideal Target
Target
Not Target

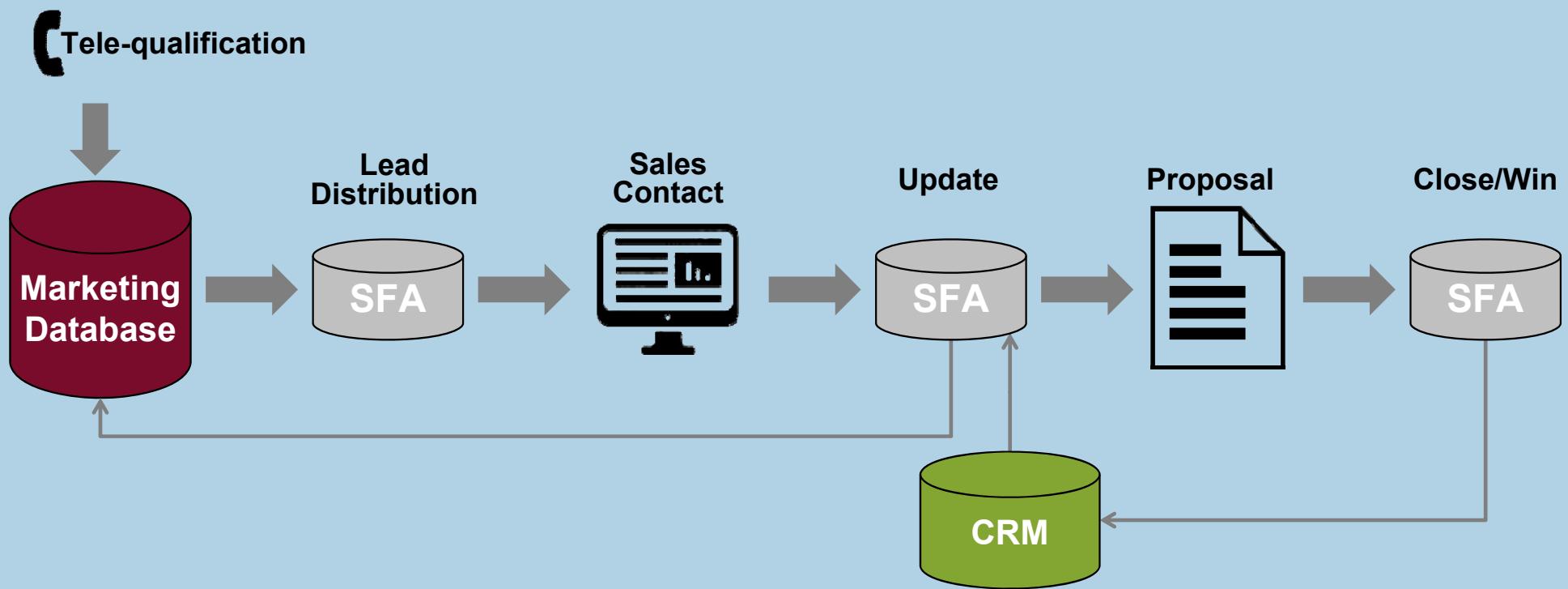
BUYER PERSONAS

- Core persona information
- Product/persona connection
- Buy cycle insights
- Segment-specific insights
- UX persona information



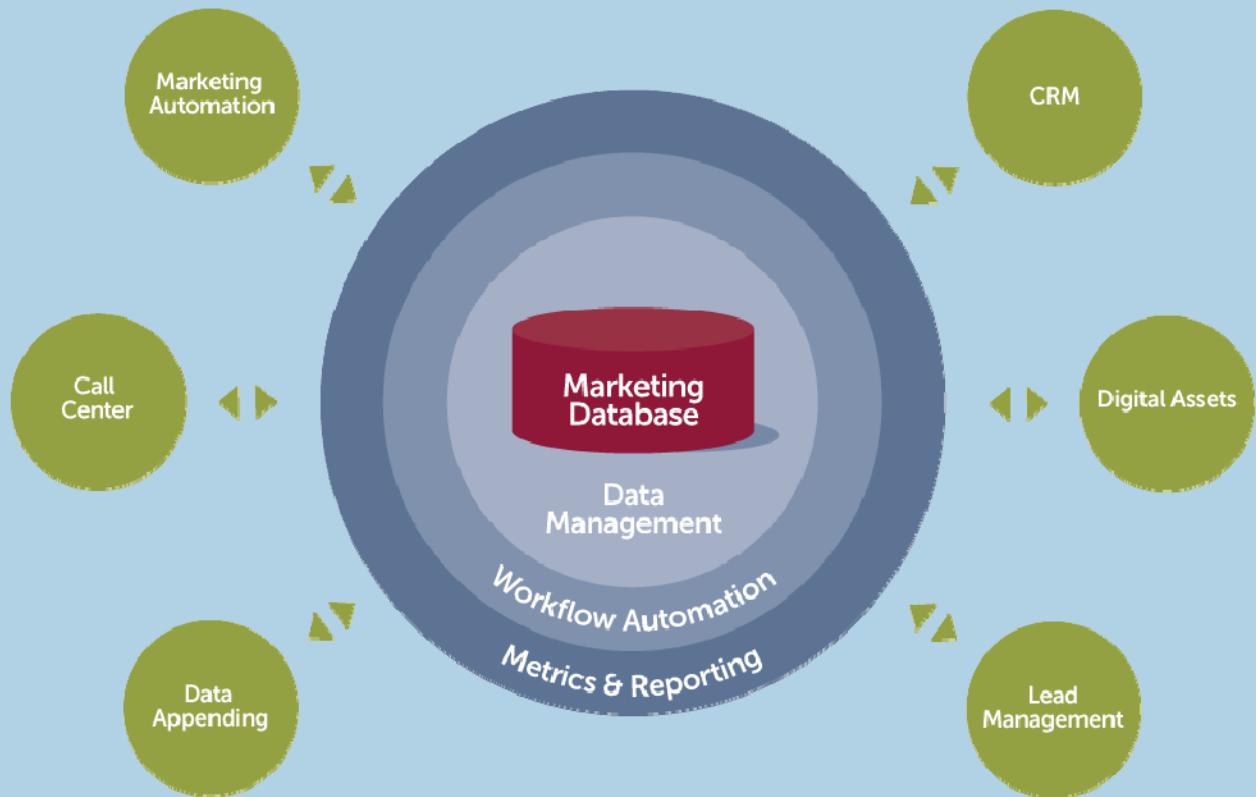
LEAD MANAGEMENT PLANNING

- Identify sales hierarchy
- Define regions and territories
- Create product/assignment mapping
- Develop and document lead flow and processes



PLATFORM SET-UP

- Database Integration with execution systems
- SFA/CRM integration
- Metrics/KPIs:
 - marketing performance
 - sales performance

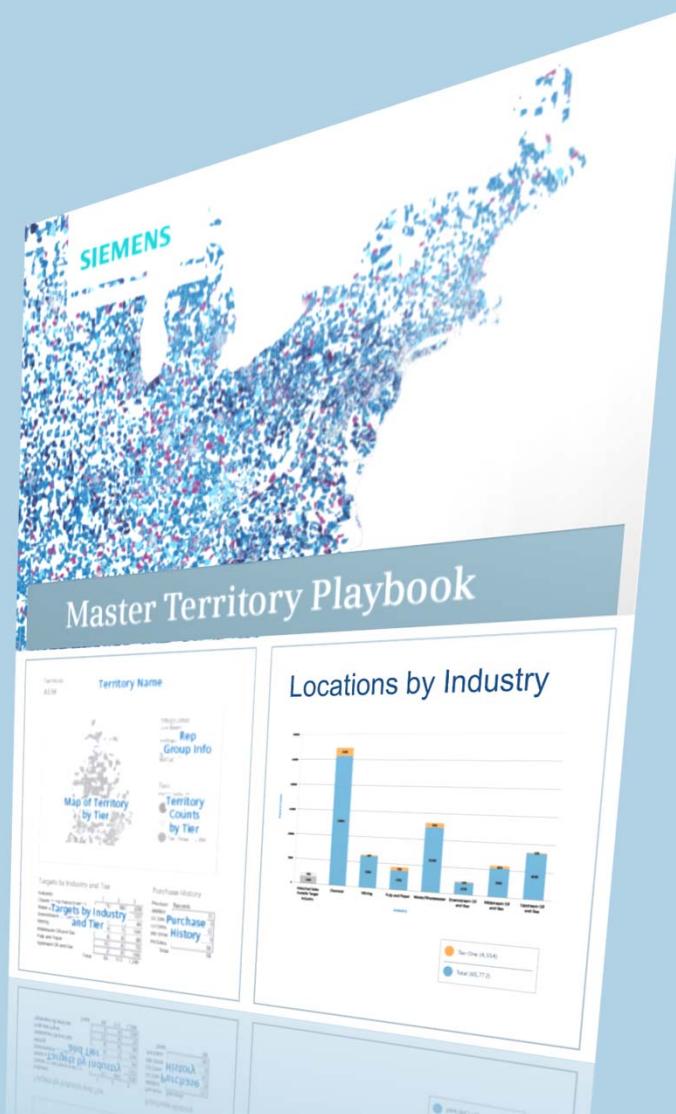


MARKETING DATABASE DEVELOPMENT

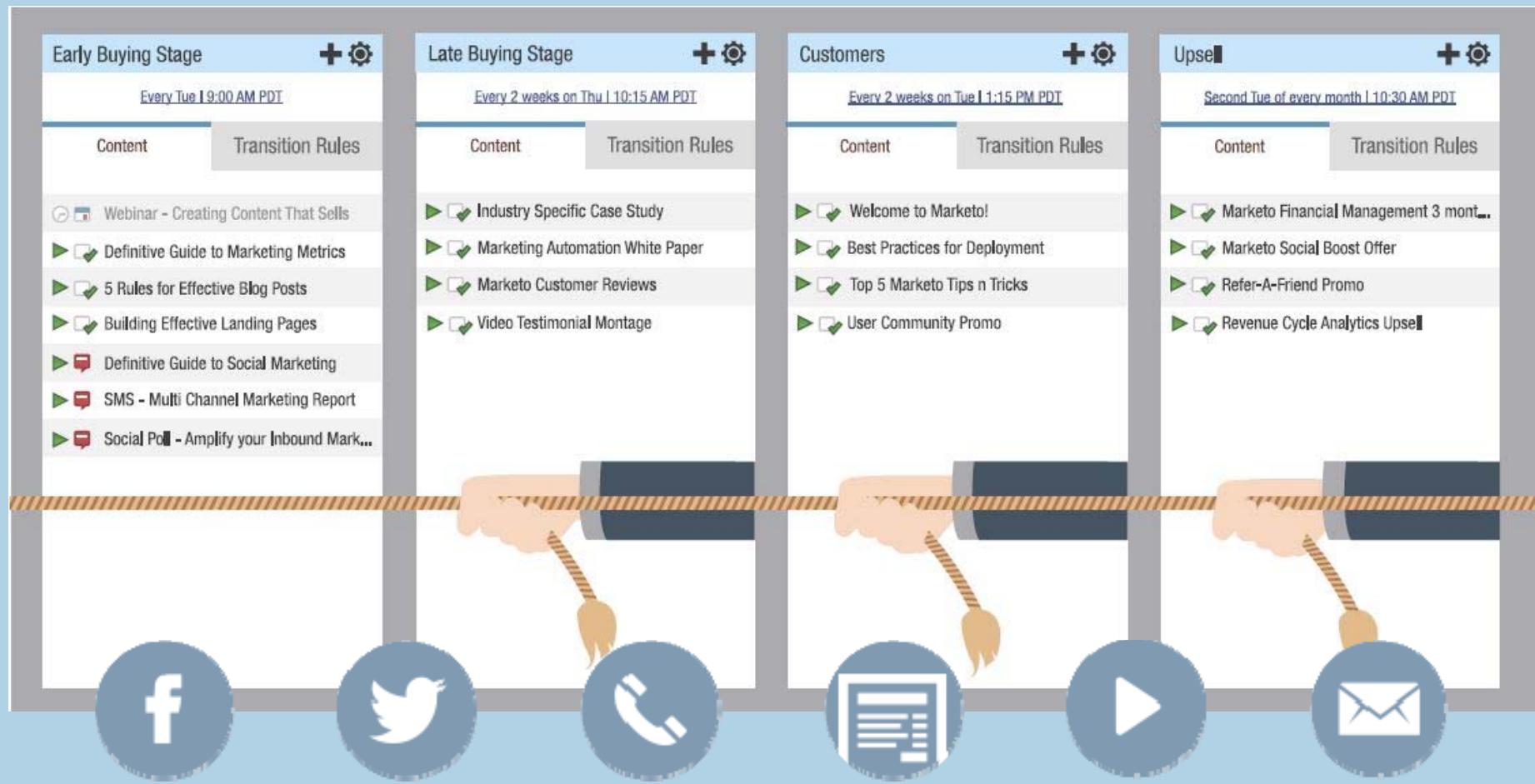


TERRITORY PLAYBOOK

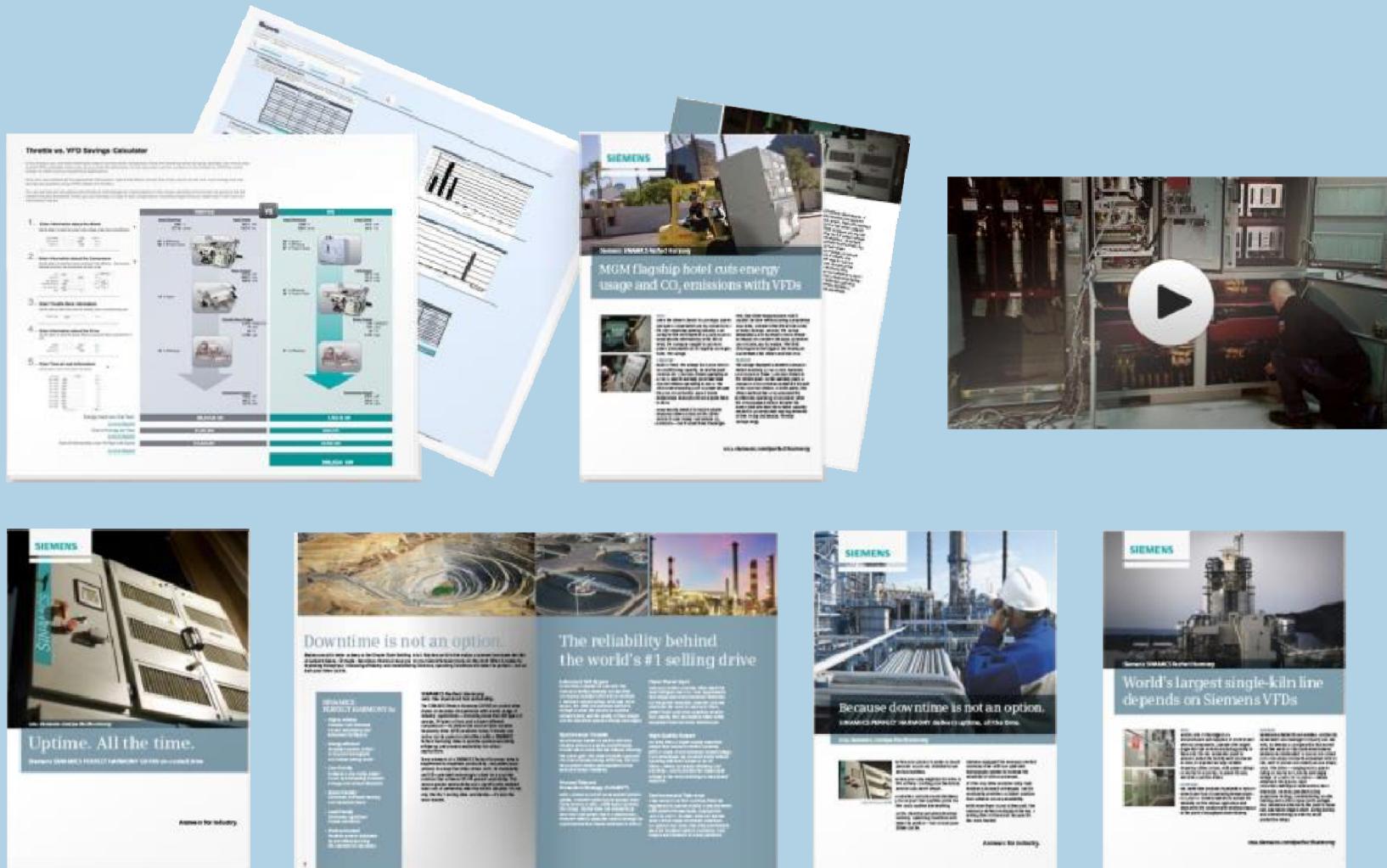
- Develop territory playbooks
- Assign core persona types via data modeling
- Identify most and least profitable customers
- Identify buyers with similar needs and buyer behavior



PROSPECT JOURNEY PLANNING



CONTENT CREATION



LEAD GENERATION

Display Ads

A screenshot of the AAHOA (American Hotel & Lodging Association) website. At the top, there's a navigation bar with links for 'MEMBERSHIP', 'ADVOCACY', 'EVENTS', 'FAIR FRANCHISING', 'NEWS', 'EDUCATION', 'RESOURCES', and 'ABOUT US'. A search bar is also present. Below the navigation, there's a promotional banner for Sealy mattresses. The banner features a woman sleeping peacefully in a bed, the text 'Sealy quality at special AAHOA prices.', and the Sealy logo.

Email

An email marketing template for Sealy. It features a large image of a Sealy Posturepedic mattress in a bedroom setting. To the left of the image, there's text: 'Legendary Sealy Posturepedic® quality at special reserved pricing for AAHOA members.' Below this is a green button labeled 'Get your special pricing'. At the bottom, there's a paragraph encouraging readers to visit AAHOAspecialpricing.com for a free quote.

Search Marketing

A search results page snippet for 'AAHOA Special Pricing'. It shows the AAHOA logo, the text 'AAHOA Special Pricing' in blue, and a link to 'sealyhospitality.com/AAHOA'. Below this, there's a brief description: 'Special Mattress Pricing for AAHOA Members. Calculate Your Savings Now.'

Social Media

A social media post from the official AAHOA account (@AAHOA). It features the AAHOA logo and the text 'AAHOA Special Pricing' in blue. Below this, it says 'Get a free quote on Sealy mattresses! Use our online cost calculator now.' There's also a small image of a Sealy mattress.

Direct Mail

A direct mail piece for Sealy. It features a large image of a Sealy mattress. To the right of the image, there's text: 'Give your guest the comfort they deserve... AT PRICES YOU CAN AFFORD.' Below this, there's a vertical column of promotional offers: 'Special AAHOA pricing', 'Designed for you with...', 'Limited-time offer', and 'Free shipping on orders'. The Sealy logo is at the bottom right.

QUALIFICATION, SCORING & NURTURING

