

The Mx Group

Michael C. Fina

**Recognition Strength Finder Tool
Proposal**

1/05/17

Agenda

- **Quick Recap**
- **Process Review**
- **Pricing Assumptions/Options**
- **Conclusions, next steps**



Process overview

- 1. User comes to the Recognition Tool hosted on MCFRecognition.com**
- 2. Initial page includes “a state of recognition” overview, benefits of the tool, process description and deliverable details**
- 3. User responds to approximately 5 categories, 21 questions with 85 options, delivered over 5 pages with a % completed graphic shown at the bottom of each page**
- 4. After the last page of questions user will be directed to a page indicating overall score, a description of the available reports and a contact capture form**
- 5. When user fills out the form they are directed to a thank you page that acknowledges the two reports and provides space for links to other content**
- 6. A text email/thank you to the user with a link to the report will automatically be sent**
- 7. A text email/lead alert is sent to sales with links to the report and user responses**
- 8. An email attachment with the PowerPoint is manually sent from salesperson**



Changes with new version

- 1. Tool can use your WordPress templates**
- 2. Allows improved graphics and managed content on the introduction page**
- 3. Retains answers of each respondent on site. This allows comparisons and benchmarking against other users**
- 4. Allows you to edit, add or delete all text, categories of questions, questions and answers. Also allows you to change out WordPress templates**

Note (1): changing method of answering questions (radio button) and adding pictures to the question pages are not supported

Note (2): requires The Mx Group to have temporary access to the WordPress admin tool on MCFRecognition.com plus ftp (or similar) access to the site



Project Pricing Assumptions

1. Discovery meeting – Phone/web

- Mx project lead with MCF participants from sales, marketing and web (IT) to fully understand objectives, confirm assumptions, review existing content and discuss timeline
- Deliverable includes final project statement of work, Gantt chart and updated pricing (if any) -- pricing will be lower if provided content requires minimal updates and/or editing

2. Copy, design and layout

- Will be for the tool intro section, questions, landing page, thank you page and email response
- Assumes approximately 5 categories of questions and 85 total questions

3. Tool and file hosting

- Assumes deployment on a WordPress site
- The Mx Group must make all edits if the current version is selected
- On the MCFRecognition site with url extension of [/recognitionStrengthFinder](#) or similar

4. Info capture page

- Assumes a simple Marketo configuration
- Emails are text only

5. PowerPoint (Optional)

- Estimate only, final pricing provided after discovery



Investment Options

Activity	Using Existing Tool	Using New Tool
Kick-off, set up, program management	\$3,700	\$5,325
Question and response review, copy edits and final layout Intro section, questions, landing page and email response	\$6,000	\$6,000
HTML Layout, coding and staging of overview/intro page, questions, summary page, text email and info capture	\$4,400	\$10,000
Go live on MCRecognition site, testing	\$1,000	\$2,500
Estimate	\$15,100	\$23,825
Option - PowerPoint - content created by The Mx Group, design using MC Recognition existing template	\$7,500	\$7,500



Various Screen Shots of the New Version of the Assessment Tool

Modern Marketing Assessment

How Do Your Marketing Operations Stack Up?

To sell to modern buyers, you need to modernize your marketing. But how close are you to achieving that goal? And how do you compare to other marketers?

Our modern marketing assessment will tell you in under five minutes.

Answer a few quick questions to assess your operations in six key areas:

- Strategy
- Technology
- Data management
- Lead management
- Marketing programs
- Measurement and reporting

You'll receive an instant report that breaks down your results by category, compares you to other marketers, and gives you concrete tips to improve. **We'll even send you a custom PowerPoint version of your results.**

Ready to find out where you stand?

[Start My Assessment](#)



Modern Marketing Assessment

Technology and Infrastructure

1. Does your organization use a customer relationship management (CRM) system?

- ☐ No.
- ☒ Yes, but it only captures some sales activity, and its reports aren't reliable.
- ☐ Yes, and it captures all sales activity and produces reliable reports.

2. Does your organization use marketing automation?

- ☐ No, and we have no plans to.
- ☐ No, but we plan to.
- ☐ Yes, but mostly as an email blaster.
- ☐ Yes, we use marketing automation to score leads and run nurturing journeys.

Previous

Next



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Previous

Next



Modern Marketing Assessment

Your Marketing Maturity Score is: **Average**

Based on your score, your marketing operations are average according to the Sirius Decisions Marketing Maturity Model. Organizations like yours close about 10 sales out of every 1,000.

Good news: There are steps you can take today to get that number even higher. **And you'll find them in your personalized report** — including category-specific scores, benchmarking against your marketing peers, and actionable recommendations.



View Your Instant Report

Fill out the form below to receive your personalized report.

All fields required

First, how would you like us to connect

- ☐ Call me to discuss my results, and email me tips to improve my score.
- ☐ Email me tips to improve my score, and ask me later if I'd like a call.
- ☐ Don't contact me just yet — email me in a couple of months.

Next, tell us a little bit about you.

First Name:

Last Name:

Company:

Title:

Email Address:

Phone Number:

Industry:

[Get My Instant Report](#)



Modern Marketing Assessment

Thanks!

Thank you for taking the first step to modernizing your marketing operations! We've sent your personalized report to the email address you provided, so you can see how you scored — and how you stack up against other marketers like you.

In the meantime, these helpful resources might spark some other ideas...



Watch our on-demand
WEBINARS



Explore our library of
EBOOKS



follow our
BLOG



Modern Marketing Assessment

View Your Modern Marketing Report

Thanks for taking The Mx Group's modern marketing assessment! Your personalized report is ready for you to review.

Your custom PowerPoint presentation will be emailed to you shortly.

If you have any questions, give us a call at 800-827-0170, or just reply to this email.

Ready to dive into your report?

[View Report](#)



Various Client “Tool” Work Product

Sealy Quoting Tool – Sales Facing



Better sleep. Better business.™

Total Properties 224
Total Rooms 16,117
Total Beds 26,612

Parent Properties
Carlson 4
Choice 41
Hilton 35
IHG 7
Independent 1
Marriott 134
Wyndham Worldwide 2
Totals 224

Flag
Comfort Inn 29
Comfort Suites 8
Country Inn & Suites 4
Courttyard by Marriott 11
EconoLodge 1
Fairfield Inn 79
Fairfield Inn & Suites 8

Hampton Inn
Hilton Garden Inn
Holiday Inn Express
Homewood Suites
Independent
Residence Inn
Sleep Inn
SpringHill Suites
Staybridge Suites
Super 8
TownPlace Suites

Totals
Segment
Luxury
Upper Upscale and Upscale
Mid-scale F&B
Mid-scale w/o F&B
Economy

Sealy Interest
No Spec
Sole Supplier
Likely
Unlikely
Totals

SEALY INTERNAL USE ONLY Sealy Assessment Summary Tharaldson Hospitality



Better sleep. Better business.™

Economics of Better Sleep - Per Year

Choosing Sealy should directly impact your guest satisfaction ratings, resulting in an increase in customer loyalty and occupancy. You will also be able to charge more per room. This, in addition to a successfully implemented guest purchase program, results in significant additional revenue for your properties.

Segment	Rooms	Current ADR	Current Occupancy Rate	Effect of Increase in ADR	Effect of Increase in Occupancy	Expected Guest Purchases	Total Revenue Increase
Luxury	0	\$250	75%	\$0	\$0	\$0	\$0
Upper Upscale and Upscale	4,751	\$150	75%	\$3,901,759	\$2,926,319	\$238,500	\$7,066,578
Mid-scale F&B	5,968	\$100	75%	\$3,267,480	\$2,450,610	\$391,500	\$6,109,590
Mid-scale w/o F&B	5,246	\$75	75%	\$2,154,139	\$1,615,604	\$364,500	\$4,134,243
Economy	152	\$50	75%	\$41,610	\$31,207	\$13,500	\$86,317
Totals	16,117			\$9,364,988	\$7,023,741	\$1,008,000	\$17,396,728



Portal Home

Manage Users Update Product Prices Logout

web-LEAD

Quote Generator

Sales Tool Kit

Order Literature

Invoice Database

National & Key Accounts

Tempur Sealy Website

Customer Service

My Quotes

Create New Quote

From Lead Number: Go

Blank Quote: Go

Search for quotes

Quote number: Edit Copy Download

Project Name: Edit Copy Download

Show Open Quotes | Show Closed Quotes | Show All Quotes

Project Name	City	State	Status	Closed Prob.	Decision Date	Total	Rep	Action
Arizona Wholesalers	Phoenix	AZ	Open	50	10/31/2013	\$1,409,466.67	Kristin Wren	---
Dubai	Dubai		Open	50	7/30/2011	\$837,348.75	Mario Barbieri	---
Graves	Minneapolis	MN	Open	75	12/1/2013	\$755,456.00	Kim Metcalfe	---
Doubletree Resort Orlando	Orlando	FL	Open	50	8/1/2014	\$675,265.38	Michael Doonan	---
Hiawatha Residence Hall	Lake Delton	WI	Open	50	12/28/2013	\$643,552.00	Kim Metcalfe	---
Inverness Hotel	Englewood	CO	Open	50	7/31/2014	\$431,900.00	Carol Hughes	---

THE ECONOMICS OF BETTER BEDS

A RECOMMENDATION FOR THARALDSON HOSPITALITY

Presented to:

Contact Name, Title
Tharaldson Hospitality



THARALDSON
HOSPITALITY

Presented by:

Mark Akerman, Vice President Global Hospitality
Sealy Global Hospitality

August 20, 2009

Siemens Quoting Tool – Channel Facing

The collage displays four screenshots of the Siemens Quoting Tool interface:

- Top Left:** Shows the 'Configure Motor' section with a reference number 'MGD10184RJ#01' and a 'Save and Continue' button.
- Top Right:** Shows the 'Demand Generation Series' header with a sub-header 'Providing sales teams with the tools and insights needed to effectively sell the SINAMICS PERFECT HARMONY drives'.
- Bottom Left:** Shows the 'Configure Drive' section with a reference number 'MGD10184RJ#01' and a 'Save and Continue' button.
- Bottom Right:** Shows the 'Review Configurations' section with a reference number 'MGD10184RJ#01' and a 'Save and Continue' button.

The background image is a photograph of a Siemens building with the company logo prominently displayed on the facade.

Siemens SINAMICS PERFECT HARMONY
GH180 Drive
Technical Description and Pricing

Anvil Submittal Tools – User Facing

Submittal Information

Browse for Products

Submittal Index

Submittal Review & Print

Select a product line to the left to display individual products for selection. If you have previously selected products for this submittal, the check box for previously selected products will be marked. To remove a previously selected product from this submittal, clear the check box corresponding to the product. To add a new product to this submittal, select the check box for the desired product. Multiple products can be selected or deselected without altering the submittal. After you have finished removing or adding new products, select the "Update Product Selection" button to update the current submittal.

PRODUCT LINES

Grooved

☒ Grovlok®

☐ Grovlok® Fire Protection

☐ SPF Grooved

☐ Pipe Hangers & Hardware

☐ Seismic Sway Brackets

☐ Strut & Strut Fittings

☐ Mueller UL/FM Valves

Couplings For Grooved-End Pipe

☒ 7000 Lateral-End Flexible

Branch Outlets (cont.)

☐ 7001 SP-151 and 7002

Fittings for Grooved-End Pipe (cont.)

☐ 7004 SP-151 and 7005

Submittal Information

Browse for Products

Submittal Index

Submittal Review & Print

 **ANVIL**
INTERNATIONAL

Building Connections That Last

Home | News | Careers | Contact Us | Submittal Manager

ABOUT US

Anvil International

INDUSTRIES

PRODUCTS

ENGINEERING RESOURCES

PROJECT ACCELERATION

LITERATURE & PRICE SHEETS

PRODUCT SEARCH

Anvil Submittal Manager Login

The Anvil submittal manager system provides access to:

- Anvil's Seismic Fire Protection Design Tool**
This valuable tool takes the guess work out of seismic brace calculations, allowing you to determine if a system design can support a seismic load based on pipe schedule, system length, supporting structure material, brace type and orientation. You can experiment with different configurations to identify exactly where you need to make adjustments.
- Anvil's Product Submittal System**
Our product submittal system allows you to create submittals containing Anvil figure numbers, images and specifications for any project.

Both systems allow you to create submittals for your projects that can be saved, edited, copied from anywhere you have web access.

If you do not have an account, please request one by clicking on [Request Submittal Account](#).


Email:

Password: [Lost password?](#)

☐ Remember me next time

Submittals are available for the following products

- Grooved
- ☒ Grovlok®
- ☐ Grovlok® Fire Protection
- ☐ SPF Grooved
- ☐ Pipe Hangers & Hardware
- ☐ Strut & Strut Fittings
- ☐ Mueller UL/FM Valves

 **ANVIL**
INTERNATIONAL
Building Connections That Last

Please remove this sheet

Select product: Some products are not available for selection. If applicable, select the desired product on the product description page.

Select options: If applicable, select the desired product options. Check for coatings, gaskets, and lubricants.

PROJECT INFO

Project Manager >

Seismic Project Setup >

Project Name: Copy of Seismic Smoke Test in Live Standard & 2002 NFPA 13

Ratings: FM

Brace Name: Smoke Test Brace #1

BRACE SETUP

1. Brace Requirements

☐ 4 ft pipe per brace (Braced Pipe)

☐ 8 lbs seismic load

2. Support and Type

☐ Concrete

☐ Lateral Brace

3. Brace Configuration

☐ 30" to 44"

☐ 1" diameter

☐ 3 ft 6 in brace pipe length

☐ 7000 lbs Max Horiz Load

4. Orientation

☐ A (30" to 44")

5. Fasteners

☐ Concrete Anchors

6. Brace Attachments

☐ 771 Struct. Attach.

☐ 770 Sys. Pipe Attach.

Brace Requirements

Brace Identifier

Brace Name

Drawing Reference (Optional)

Seismic Design Force

Method of Specifying

Spectral Response (S_p) [Link to USGS Ground Motion Calculator](#)

Calculated Seismic Design Force: 0.60 Fp [Details](#)

System Load

Pipe Schedule	Pipe Diameter	Pipe Length	Seismic Load
Flow Pipe <input type="button" value="v"/>	1 1/4" <input type="button" value="v"/>	4' <input type="button" value="v"/>	5.58 lbs

Total Seismic Load: 6 lbs