



The Mx Group

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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 MCFRrecognition 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



Modern Marketing Assessment

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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

SEALY INTERNAL USE ONLY
Sealy Assessment Summary
Tharaldson Hospitality

Better sleep. Better business.[™]

Total Properties	224
Total Rooms	16,117
Total Beds	26,612
Parent	
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
Courtyard 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	
TownePlace Suites	
Totals	
Segment	
Luxury	
Upper Upscale and Upscale	
Mid-scale F&B	
Mid-scale w/o F&B	
Economy	
Totals	
Sealy Interest	
No Spec	
Sole Supplier	
Likely	
Unlikely	
Totals	

Economics of Better Sleep - Per Year

Better sleep. Better business.[™]

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
	16,117			\$9,364,988	\$7,023,741	\$1,008,000	\$17,396,728
							\$20,000,000

Manage Users | Update Product Prices | Logout

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

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

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Siemens Quoting Tool – Channel Facing

The screenshot shows the Siemens Quoting Tool interface. At the top, there are navigation links for 'My Account' and 'Logout'. Below that, a banner for 'Demand Generation Series' states: 'Providing sales teams with the tools and insights needed to effectively sell the SINAMICS PERFECT HARMONY drives.' The main content area has tabs for 'Before the Sale' and 'Sales Training'. A large image of a person working on industrial equipment is displayed. On the left, there's a sidebar with a 'SIEMENS' logo and sections for 'Configure Motor' and 'Configure Drive'. The 'Configure Motor' section includes fields for 'Reference #', 'Existing Motor' (selected), and 'Siemens Motor'. It also has a 'Configure Motor' section with tabs for 'Required information', 'General', 'Options 1', and 'Options 2'. Other sections include 'Notes' and a 'Save and Continue' button.

The screenshot shows the 'Review Configurations' page. At the top, there are navigation links for 'My Account' and 'Logout'. Below that, a banner for 'Demand Generation Series' states: 'Providing sales teams with the tools and insights needed to effectively sell the SINAMICS PERFECT HARMONY drives.' The main content area has tabs for '1 Project and Contact Info', '2 Configure Motor', and '3 Configure Drive'. A message says: 'Reference #: MGD10184RJ#01 Please make any changes to the motors from the Configure Motors page.' Below this, there's a 'Configured Items' section with a table. The table includes columns for 'Item # and Specs', 'Options', and 'Learn more'. It lists a 'GH180 AC' drive with various specifications. There's also a 'Service' section with a note about including service time in the proposal. At the bottom, there's an 'Additional Items' section with a 'Learn more' link and a 'Cell Lifter for 40A - 260A Drives' section. A 'Add additional item' button and a 'Continue' button are at the very bottom.

A photograph of a modern industrial building with a large glass entrance. Above the entrance, a prominent sign features the word 'SIEMENS' in its signature blue font. Below it, in a stylized purple font, are the words 'SINAMICS PERFECT HARMONY' and 'GH180 Drive'. The sky is clear and blue.

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
 - Grooved
 - Grooved® GravMlok®
 - Grooved® Fire Protection
 - SFR Grooved
- Pipe Hangers & Hardware
 - Seismic Sway Brackets
 - Strut & Strut Fittings
 - Mueller UL/FM

Couplings For Grooved-End Pipe

Branch Outlets (cont.)

Fittings for Grooved-End Pipe (cont.)

Submittal Information Browse for Products Submittal Index Submittal Review & Print

A preview of your submittal document is below.
Use the icons in the toolbar below to save or print your submittal.
To make changes to your submittal, return to the corresponding tab(s) above.

Please remove this sheet

ANVIL INTERNATIONAL
Building Connections That Last

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 Requirements

Brace Identifier

Brace Name: Smoke Test Brace #1
Drawing Reference (Optional):

BRACE SETUP

1. Brace Requirements
- 4 ft pipe per brace (Braced Pipe)
- 6 lbs seismic load

2. Support and Type
- Concrete
- Lateral Brace

3. Brace Configuration
- 30° to 44°
- 1" diameter
- 3 ft in brace pipe length
- 7088 lbs Max Horiz Load

4. Orientation
- A (30° to 44°)

5. Fasteners
- Concrete Anchors

6. Brace Attachments
- 771 Struct. Attach
- 770 Sys. Pipe Attach.

Select product: Some products may have a description page. If applicable, click the link to view the desired product on the product line page.

Select options: If applicable, click the link to view the desired product options. Options include coatings, gaskets, and lubricants.

Brace Requirements

Brace Identifier

Brace Name: Smoke Test Brace #1
Drawing Reference (Optional):

Seismic Design Force

Method of Specifying: Calculate
Spectral Response (S_a): 1.00
Link to USGS Ground Motion Calculator
Calculate
Calculated Seismic Design Force: 0.60 Fp [Details](#)

System Load

Pipe Schedule	Pipe Diameter	Pipe Length	Seismic Load
Flow Pipe	1 1/4"	4'	5.58 lbs

Total Seismic Load: 6 lbs

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ANVIL INTERNATIONAL
Building Connections That Last

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Anvil Submittal Manager Login

This 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