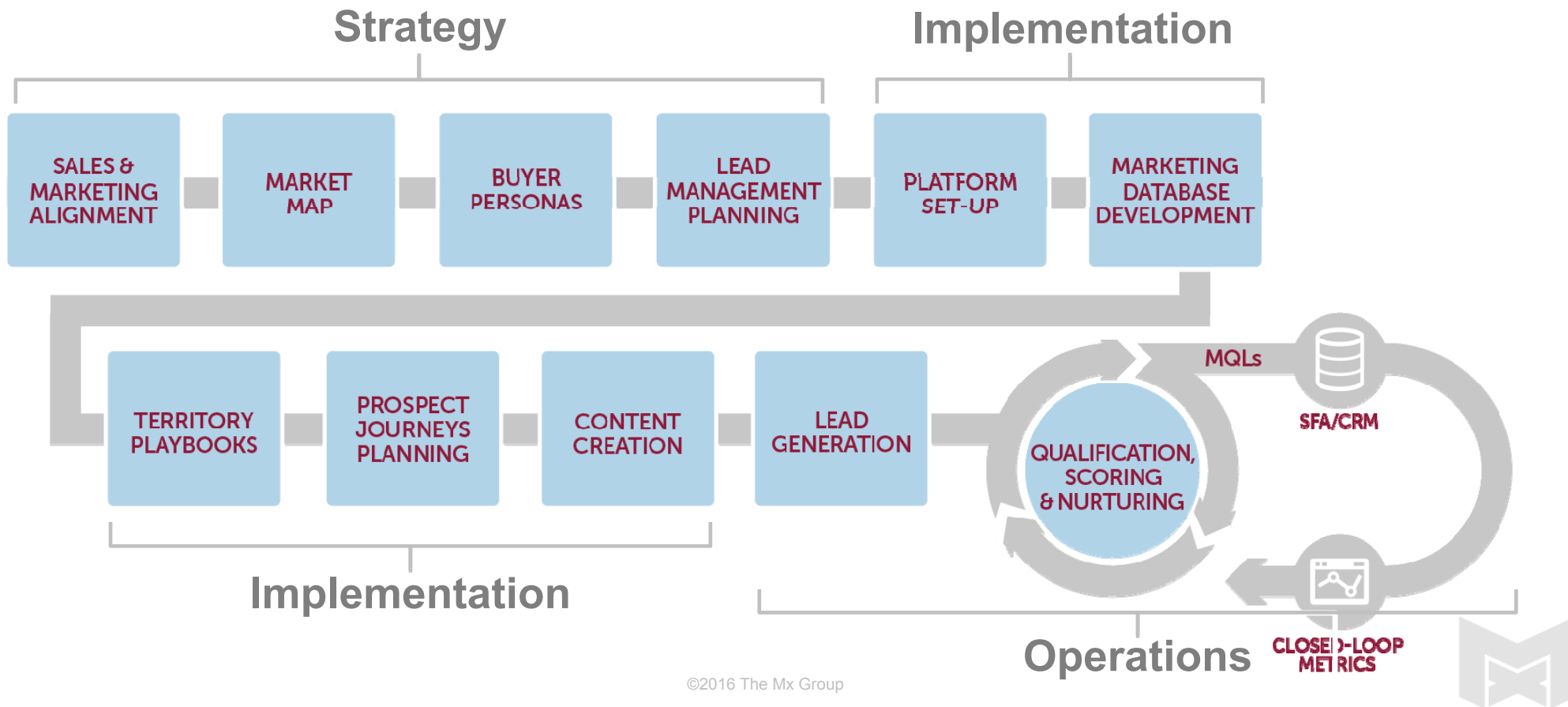


The background features a dark maroon color with several overlapping, semi-transparent geometric planes in a lighter shade of maroon. These planes create a three-dimensional effect, with some appearing as vertical rectangles and others as angled surfaces. A faint, light-colored circular arc is visible in the upper left quadrant, partially obscured by the planes.

Our Process

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Total Market Experience Engine



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.



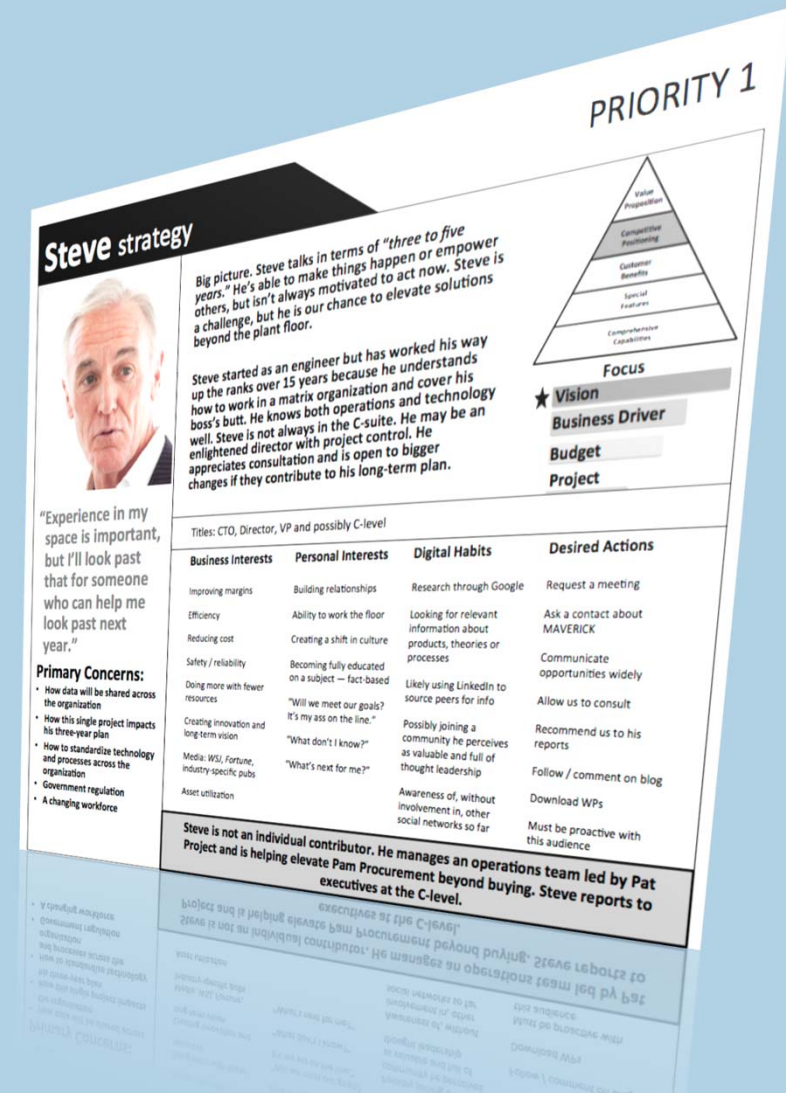
Sales & Marketing Alignment Roadmap

MARKET MAP

	Sector	Electrical	Oil & Gas (Energex)				Structural Steel (HSS)				Foundations (Piling)			
		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	Engineering Services (Geotechnical, Civil)
Company Size	Count													
1-10 employees	134,387	4954	311	2,386	1,990	13,227	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	
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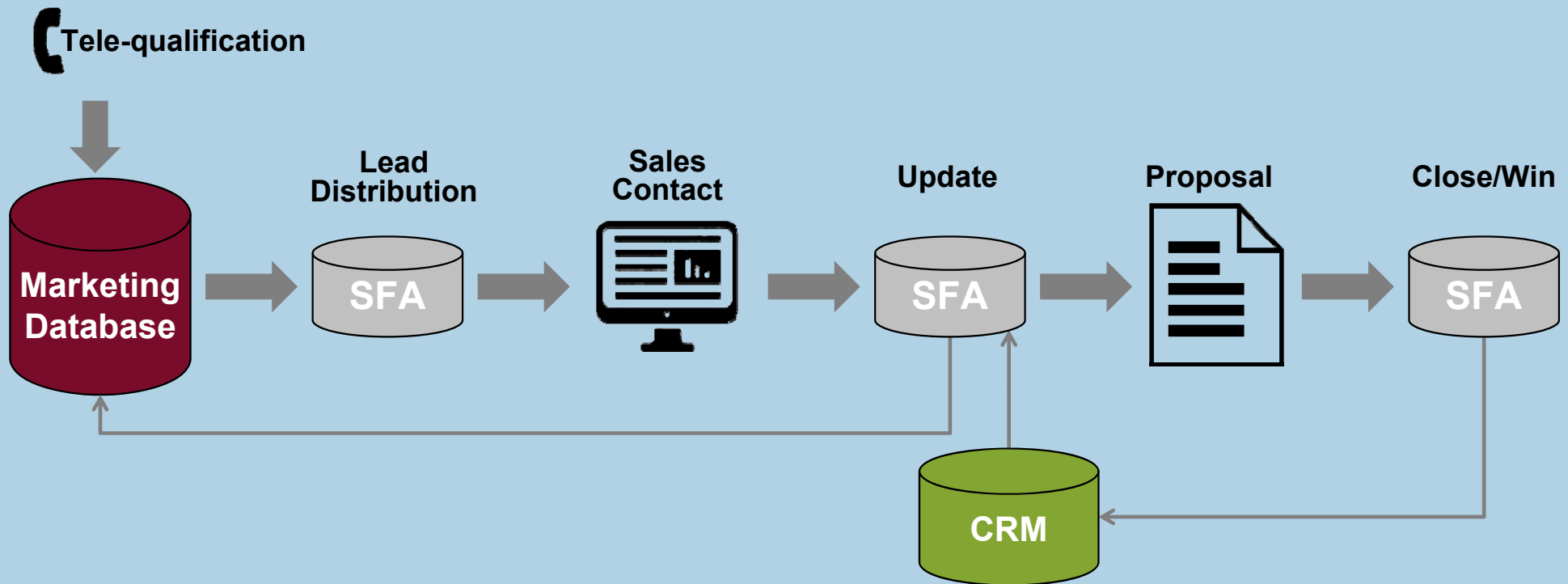
BUYER PERSONAS

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



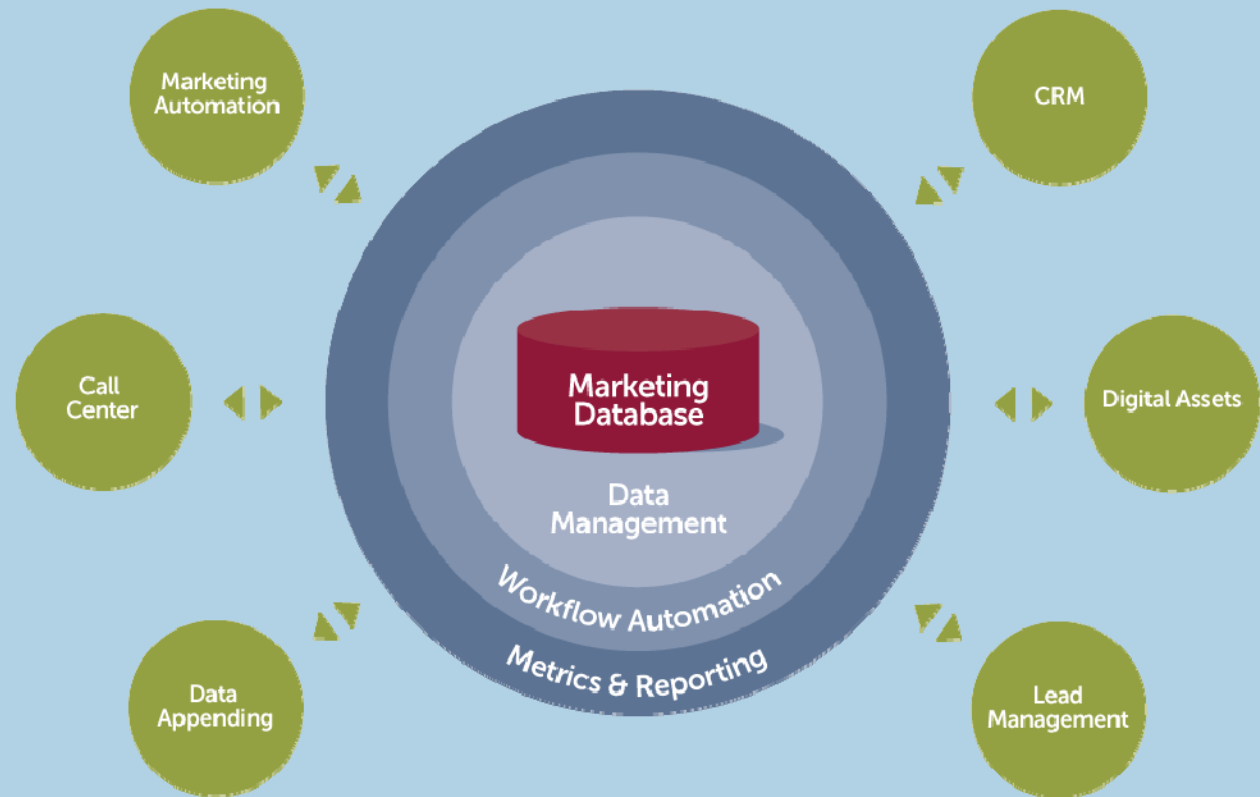
LEAD MANAGEMENT PLANNING

- 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

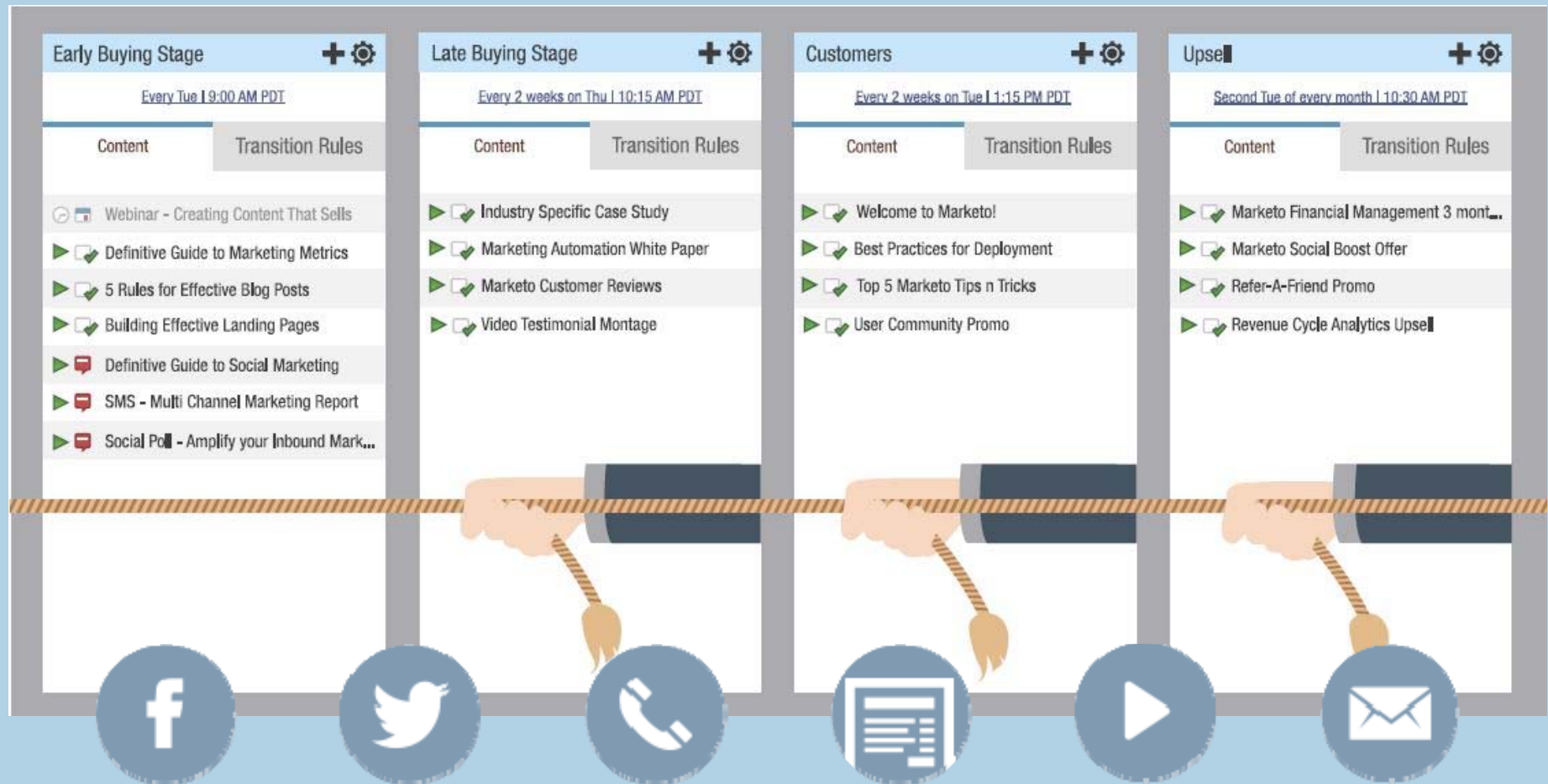


TERRITORY PLAYBOOK

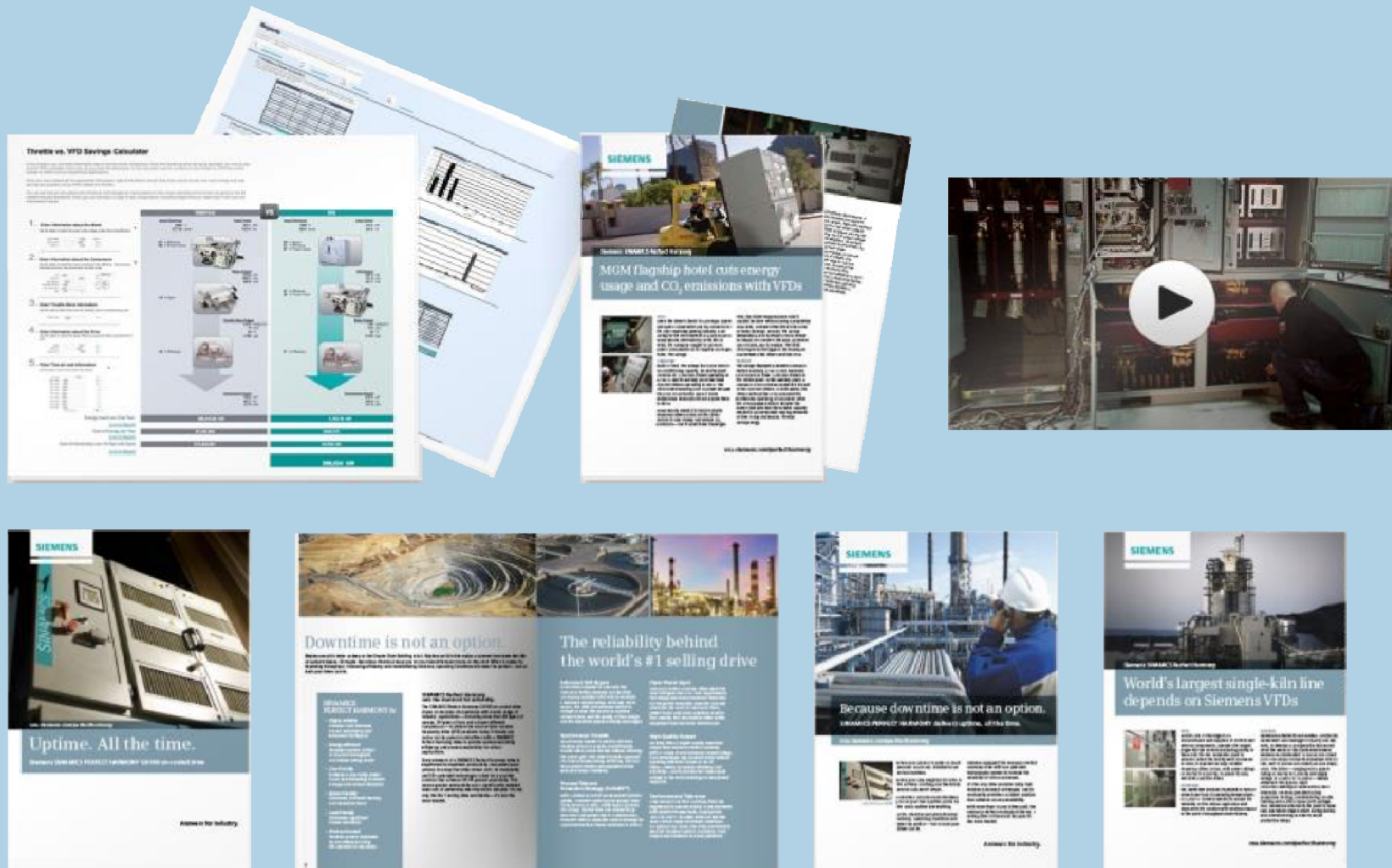
- Develop territory playbooks
- Assign core persona types via data modeling
- Identify most and least profitable customers
- Identify buyers with similar needs and buyer behavior



PROSPECT JOURNEY PLANNING



CONTENT CREATION



LEAD GENERATION

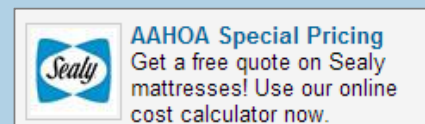
Display Ads



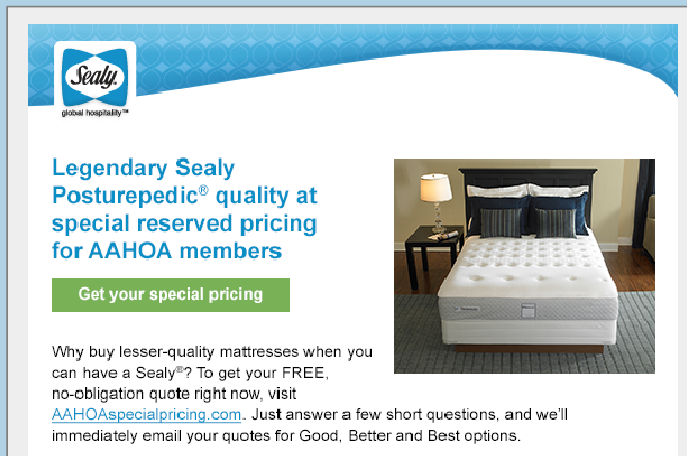
Search Marketing

[AAOHA Special Pricing](#)
sealyhospitality.com/AAOHA
Special Mattress Pricing for AAOHA Members. Calculate Your Savings Now.

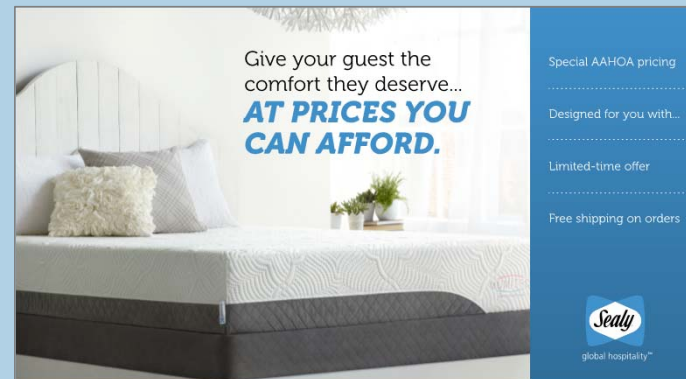
Social Media



Email



Direct Mail



QUALIFICATION, SCORING & NURTURING

