

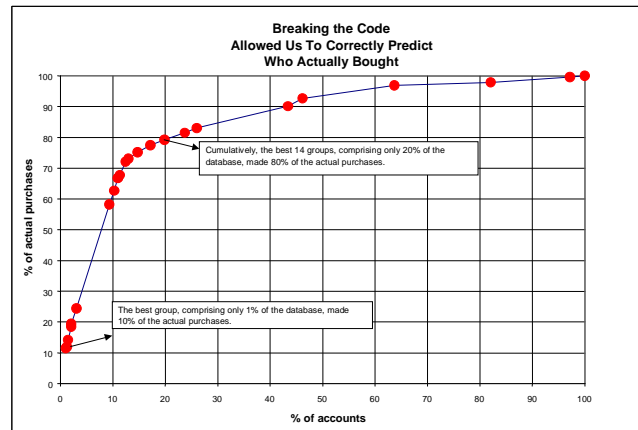
BREAKING THE CODE

To Increase Your Sales Productivity and Sales Results!

- What if all your customers and prospects were trying to tell you whether they would buy your product or not? But, they used “codes” to say that. **And you were able to break the code!** In other words, you were able to uncover the hidden characteristics of buyers and predict the probability of purchase for each account in your market.
- Imagine you could do all of this. What does it mean for you? How would it help? How much and where?
- Breaking the code could have a strong impact on all aspects of sales and marketing. The strongest impact is in the following four places:
 1. **Sales reps** could concentrate their sales calls on talking to the right targets – the ones that are most likely to buy
 2. **Tele-marketing** could call the right accounts – the ones that are most likely to turn into a qualified lead
 3. **Direct marketing** could reach the right audiences – the ones that are most likely to respond to a certain promotion
 4. **Marketing strategy** team could lay out the whole program with an improved “Go-To-Market” strategy – the one that concentrates on the high-probability accounts and customizes the approach to these accounts

Is it possible to “Break the Code”?

- We think it is.
- It is possible to break the code, and increase your sales productivity and results with new tools and techniques available today.
- Here is an example, where we broke the code.
 - ◆ The graph on the right is based on real data and shows actual results.
 - ◆ We used profiling to break the code and identify accounts with the highest probability of purchasing a specific digital color press.



- ◆ We then tracked these accounts for two years to see what they actually purchased.
- ◆ As the graph shows, 80% of the buyers came from the 20% of the database that we rated as most likely to buy.
- ◆ Our model correctly predicted the high-buying accounts.

Why State Street? What do we do differently? And why is it better?

There are several areas where our approach and capabilities are different and this can give you an advantage:

To really break the code, and uncover the hidden characteristics, you need to know a great deal more about each account than just market segment and size or indicated purchase intentions.	⇒	We have a database with a wealth of information on each account that no one else has.
Data alone is not enough. You also need to be able to mine it to extract the information that you are looking for.	⇒	We have the necessary technical skill set and the right analytical approach to analyze data and develop statistically valid models.
In the end, the answers, i.e. the "code", need to make sense, in addition to being statically valid.	⇒	We have more than 30 years of industry knowledge and expertise, which we add to our analysis when we interpret results.

How do we do it? What is our work plan?

Our approach is based on a two-phased work plan, where we first break the code and then help you start using it.

Phase I – Breaking the Code	<ul style="list-style-type: none"> ▪ Break the code and uncover the hidden characteristics of people who are going to buy next ▪ Apply these characteristics to real accounts to rank and prioritize targets
Phase II – Implementation	<ul style="list-style-type: none"> ▪ Use the code and other key account information to sell more quickly and efficiently ▪ Review and revise the process periodically as both the "code" and the "account information" change

ROI Considerations:

We think this approach, while requiring some initial investment, saves a lot of money down the line. Here are some questions that may help you in calculating the ROI on this approach. We would be happy to work with you to apply these to your situation.

Sales Reps	<ul style="list-style-type: none"> ▪ What percentage of your sales calls is on accounts that actually buy? ▪ How much could you improve that percentage if you knew, in advance, who was most likely to buy?
Tele-Marketing	<ul style="list-style-type: none"> ▪ How many lead generation calls do you need to make to find one qualified lead? ▪ How much could you reduce that number if you knew, in advance, who was most likely to buy?
Direct Marketing	<ul style="list-style-type: none"> ▪ How many direct-mailing pieces do you need to send out to receive one response? ▪ How much could you improve that number if you knew, in advance, who was most likely to buy?

Contact Information:

If you would like to take advantage of this powerful approach that State Street uses, or to learn more about "Breaking the Code" to increase your sales productivity and results, please contact us at 617.482.1234.

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