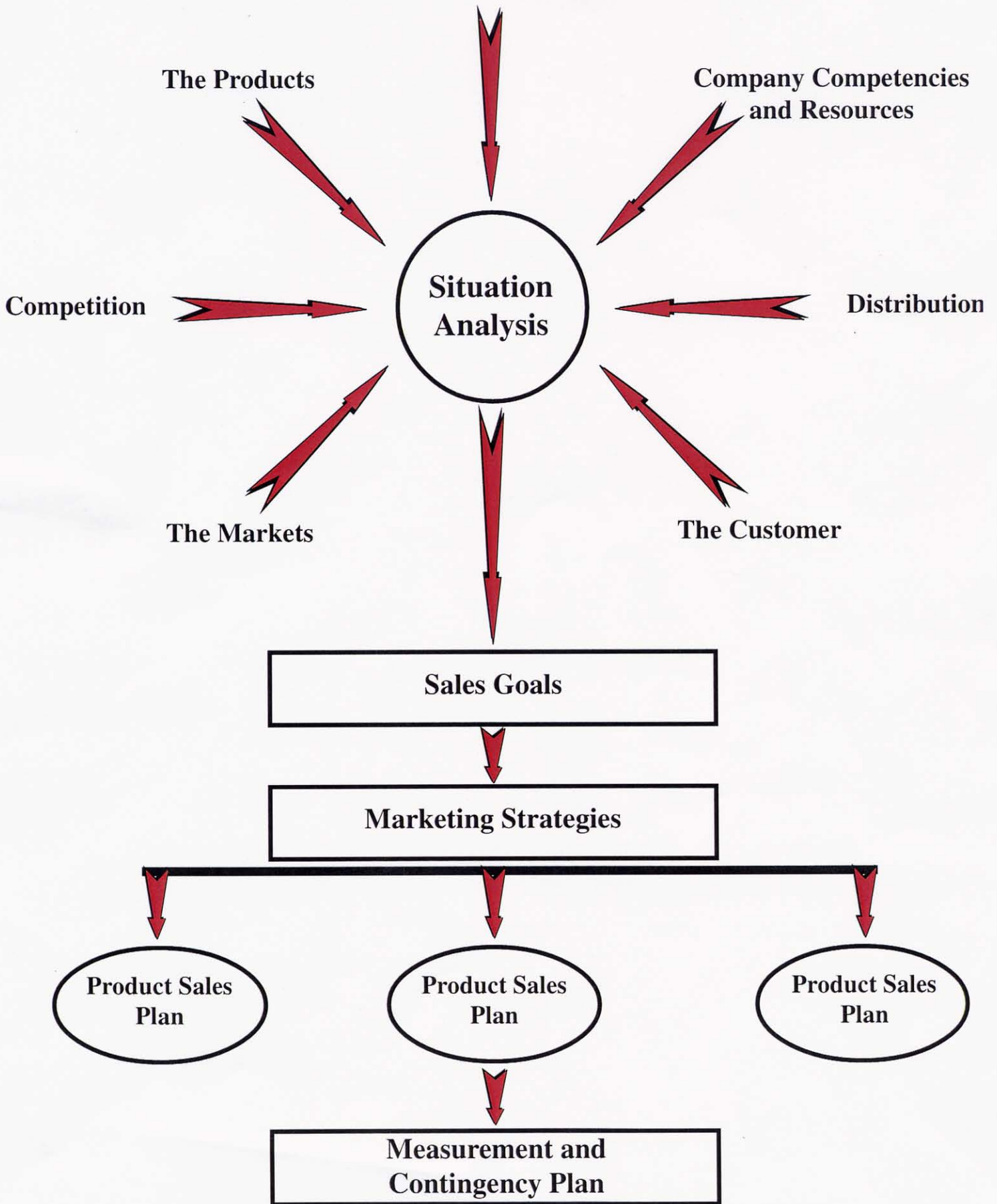


Marketing & Sales Strategic Planning



Product Marketing Continuity Chart

LEVEL 1

Why Be In This Market(s)?

- Opportunities?
- Threats?
- Impact On Company Resources?

LEVEL 2

What Is Required To Be Successful In This Market?

- Sales Entry?
- 5 Buying Levels?
- Competencies, Capacity, Complexity?

LEVEL 3

How Will We Enter This Market and Succeed?

- Marketing Strategy?
- Sales Focus?
- Product Positioning?
- Distribution?

ACHIEVE
FUTURE
DOMINANT
POSITION

MAXIMIZE
CURRENT
SALES
\$\$\$\$\$\$

Product Sales Plan

- Sales Driven Success
- Product Position Success

Hierarchy of Analysis

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