

HOW ANITA REACH REACHED HER MARKET





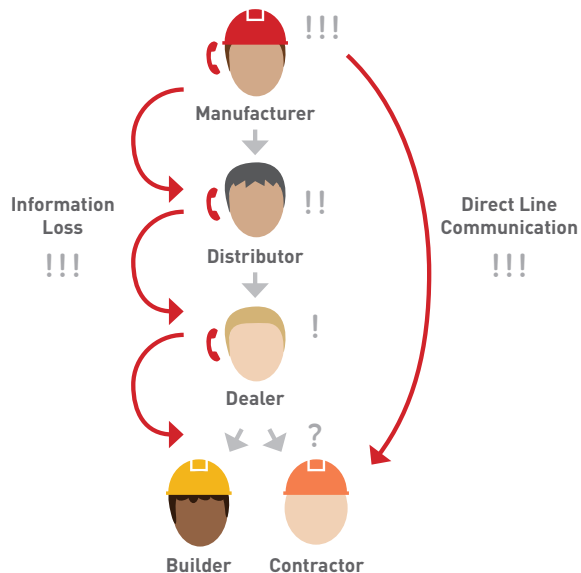
Meet Anita Reach.

Anita is a successful executive at
a building products manufacturer.



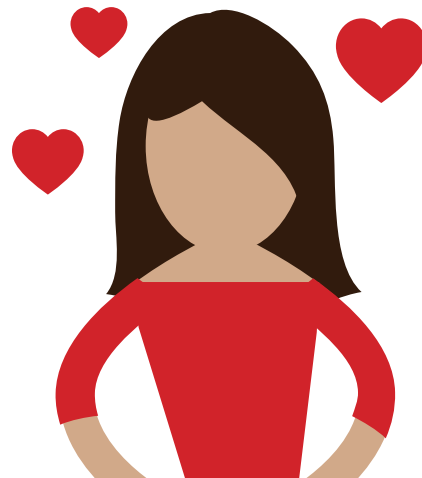
Anita's company makes great products, but she wishes more builders and contractors knew about them...

Anita sells through traditional multi-step distribution. She has good market coverage.



Anita loves her channel partners.

- They're good at logistics
- They stock her products
- They hold the paper
- They handle returns



But...

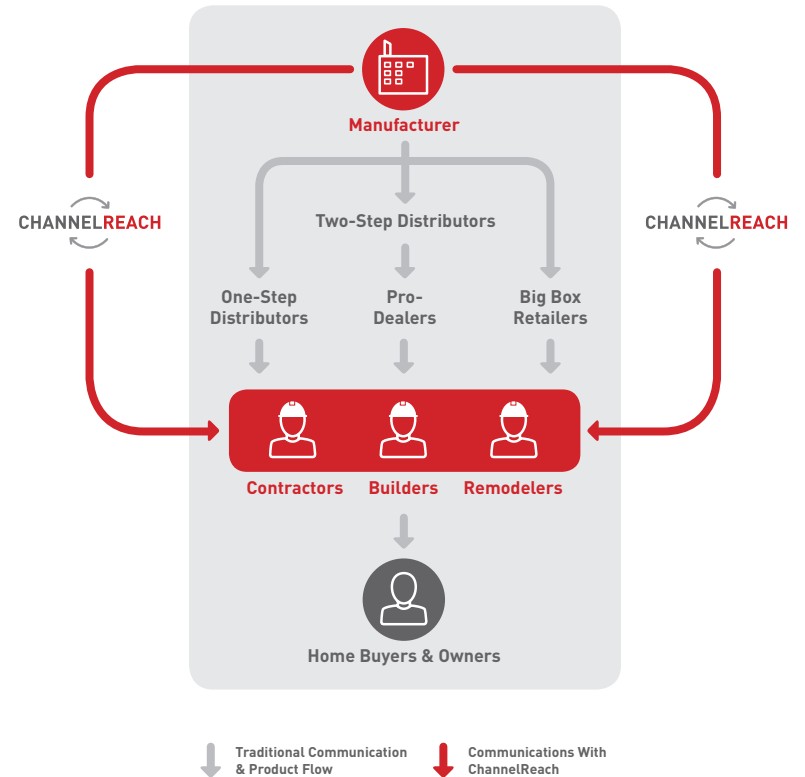
- They also sell her competitors' products.
- They don't always market and educate customers on her new products.
- Anita doesn't always know who buys her products...and who doesn't.

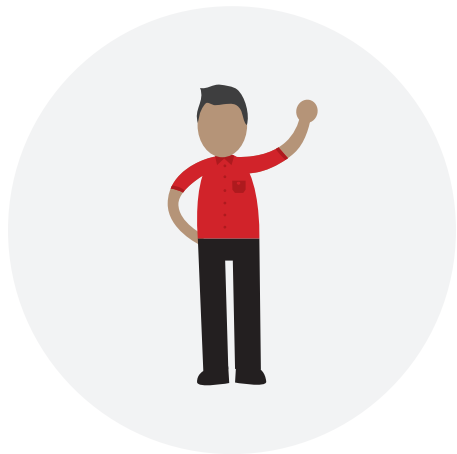


Anita needs a better way to identify, engage, and convert downstream builders and contractors.

**THERE IS A
BETTER WAY!**

CHANNELREACH

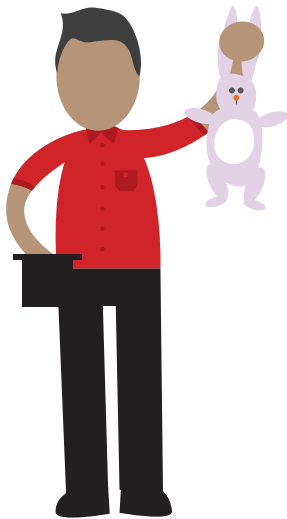




Meet Ken N. Gauge and the MMC ChannelReach team. Ken is an expert in sales optimization.

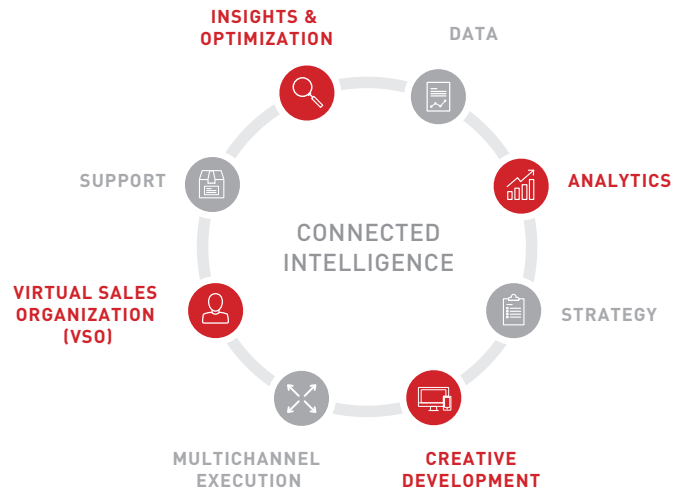
He helps clients like Anita with:

- Extending their sales reach
- Lowering their overall cost of sales
- Identifying, engaging, and converting more customers.



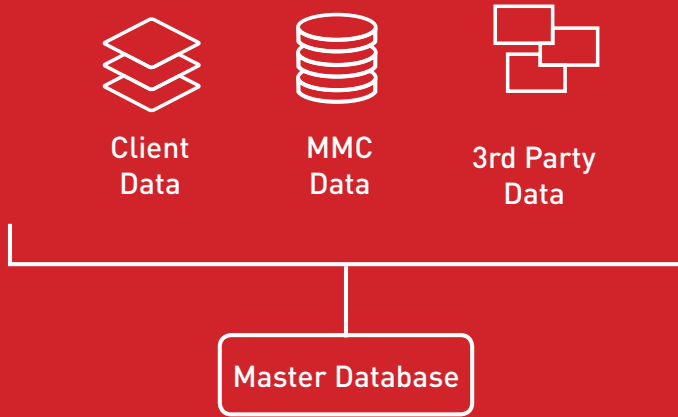
How does Ken do it?!

(He's not a magician)

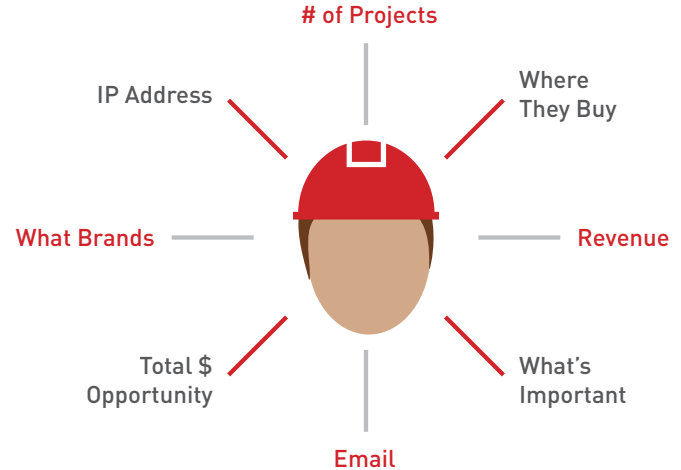


Ken uses MMC's ChannelReach and
Connected Intelligence Model.

DATA

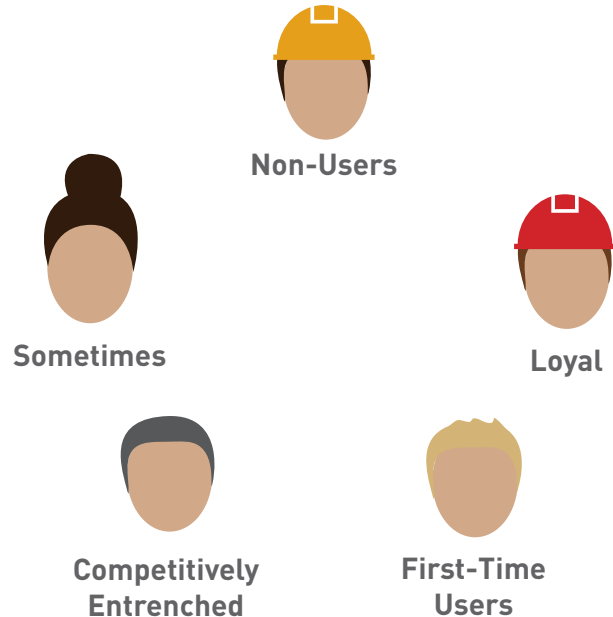


The first thing Ken does is build a master channel database.



He structures it to be able to store valuable things that he doesn't know about his customers today.

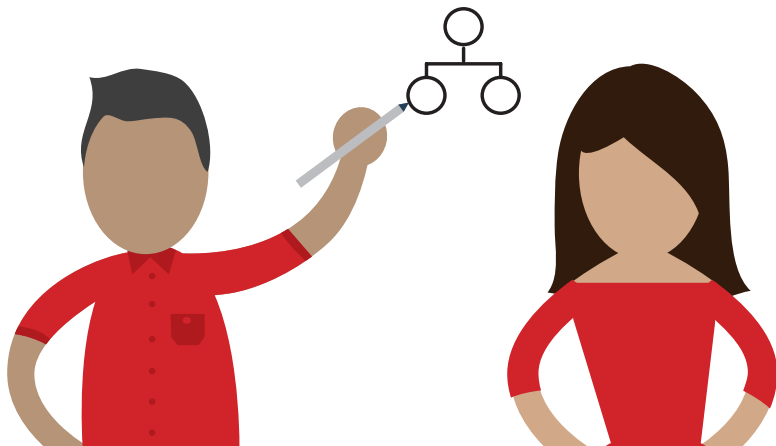
ANALYTICS & SEGMENTATION



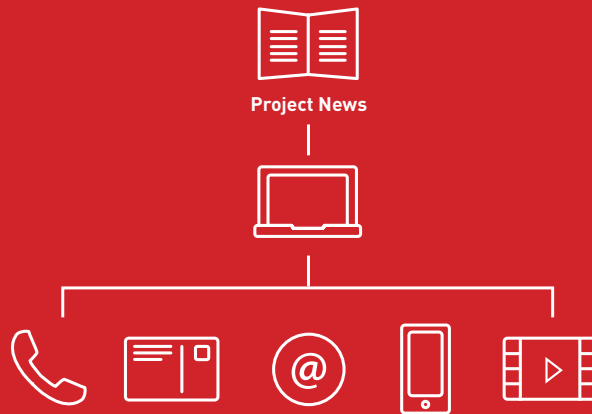
Once Ken builds a database, he segments it into actionable groups. He also scores it to prioritize the most valuable prospects first.

STRATEGY

Ken builds a plan.
How many times does he
contact each customer?
Which channels of communication
will work best?

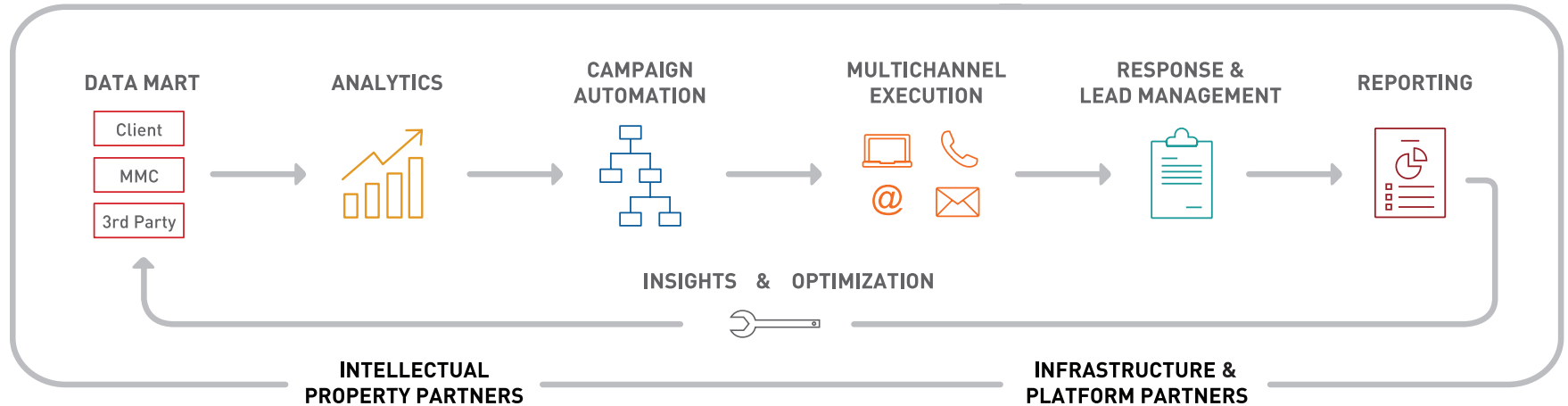


CREATIVE



Anita already had great brand assets.
Ken helped turn them into voice,
direct mail, email, digital, and
video campaigns.

MULTICHANNEL EXECUTION



Ken already has the people and one integrated system to execute campaigns.

This is good, because Anita doesn't really care about tactics. She cares about outcomes. And, she doesn't want just software.

VIRTUAL SALES ORGANIZATION

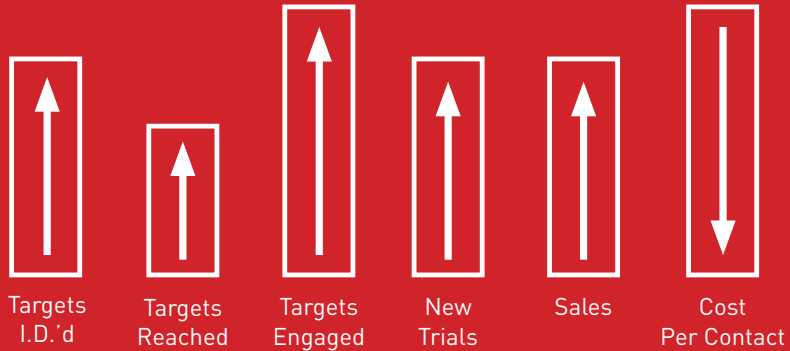


Building Products University

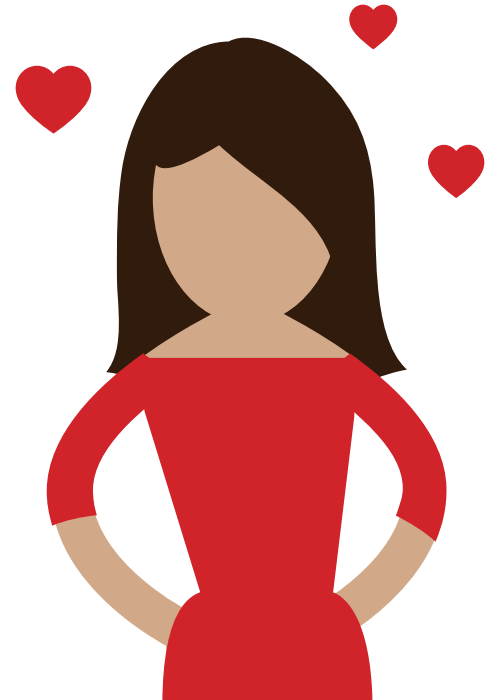
Ken even has a team of certified sales pros who can represent Anita's brand the same way she would.

INSIGHTS AND OPTIMIZATION

Ken measures everything he does. He constantly improves and optimizes.



Anita likes the insights and loves the results.





With Ken N. Gauge on her team,
Anita is reaching and exceeding
her sales goals!

Do you need to grow?

Do you need to sell more?

We'd love to help!



Interested in Anita's other stories?

www.mmcweb.com/anita

**TO LEARN HOW
MMC CAN HELP YOU,
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