

The background of the entire slide is a repeating pattern of white line-art icons on an orange background. The icons include: a computer monitor with a bar chart, a house, a shopping cart, a magnifying glass, a document with a checkmark, a building with multiple windows, a four-way arrow, and a document with a line graph.

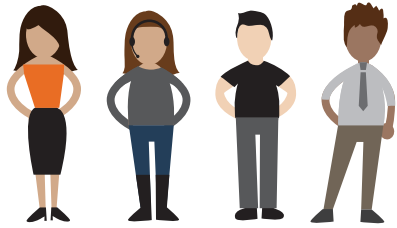
HOW ANITA GROH GREW HER SALES

The logo for Channel 80/20, featuring the text "CHANNEL80/20" in white, with "80/20" in a light blue color. Above and below the text are two curved arrows pointing in opposite directions, one above and one below, forming a circular motion.

CHANNEL80/20

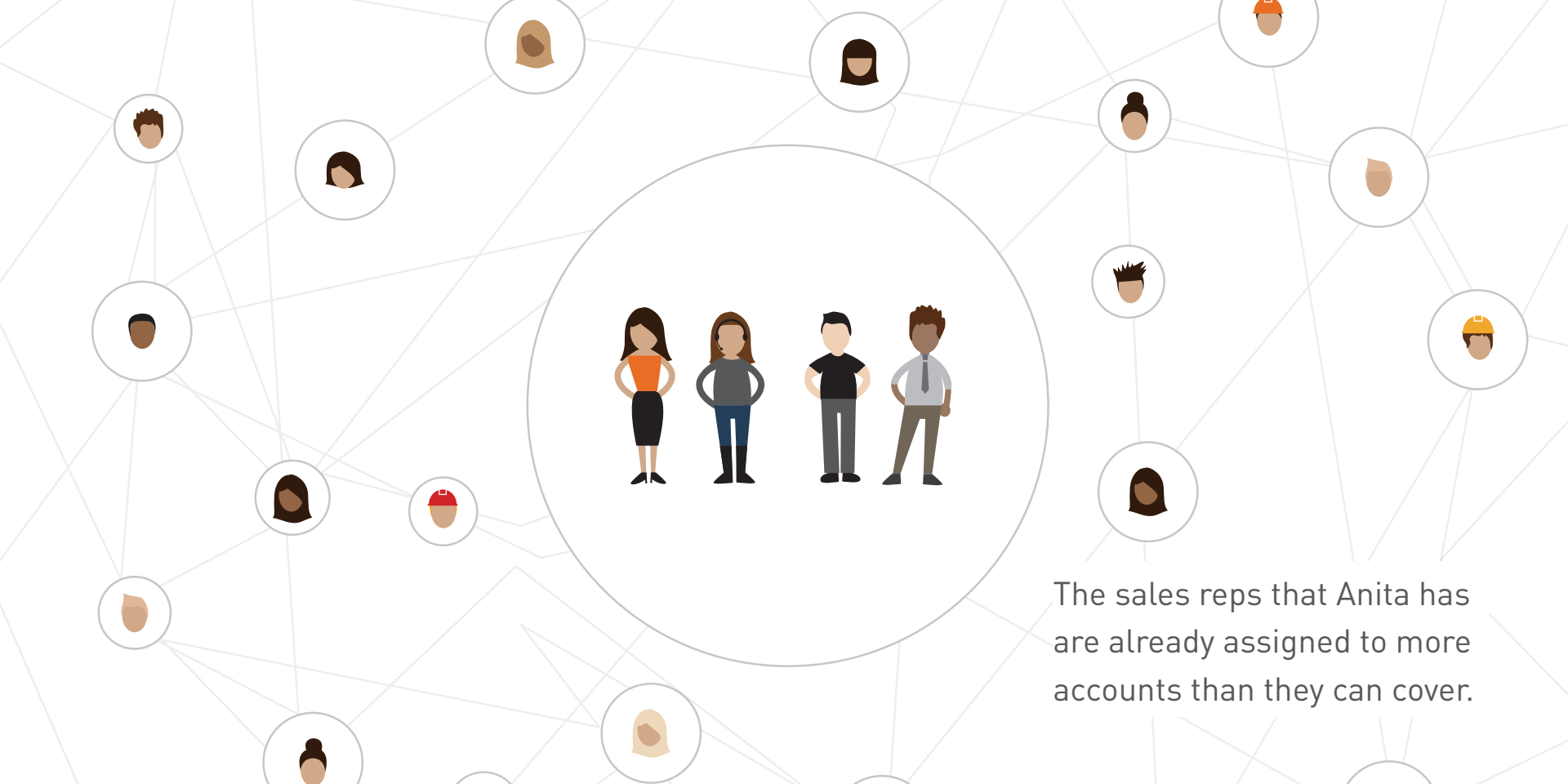


Meet Anita Groh.
Anita is a successful executive at
a building products distributor.

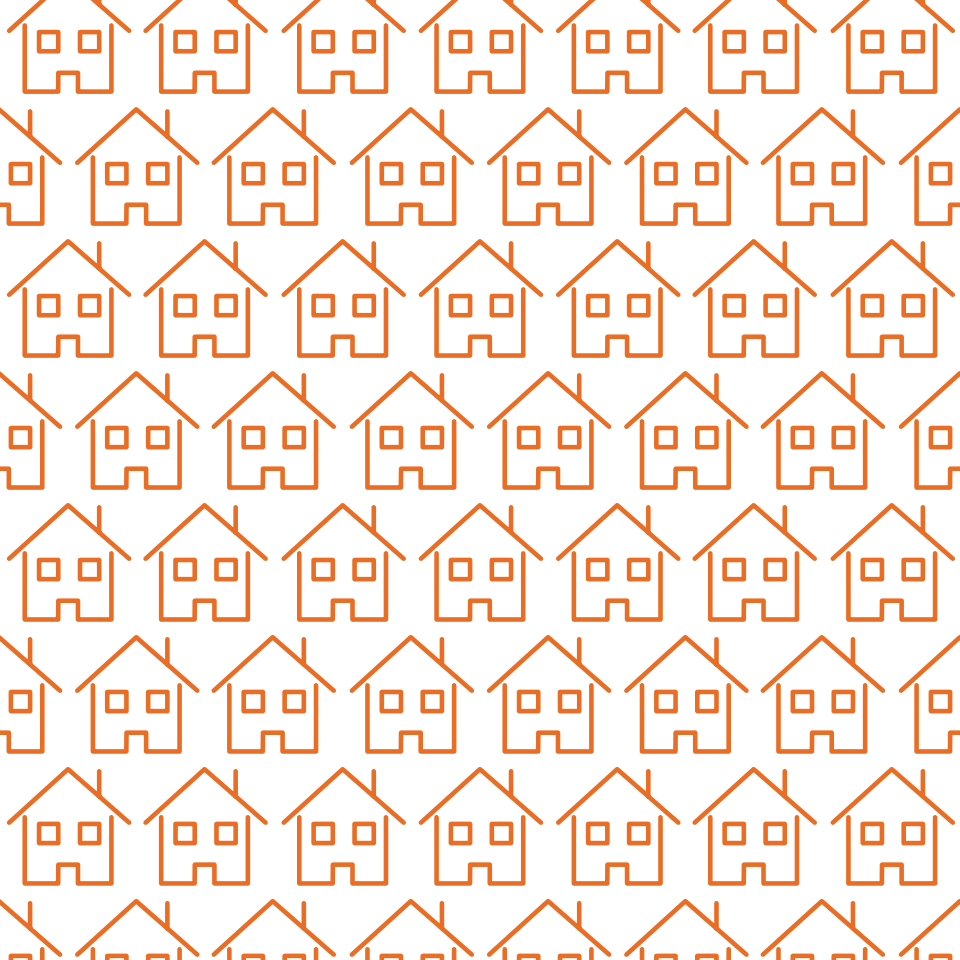


Anita needs to grow her company's sales,
but she doesn't have enough sales reps to
reach all of her customers.





The sales reps that Anita has
are already assigned to more
accounts than they can cover.



Plus, there are thousands
of house accounts that aren't
getting enough attention.



Anita has
three choices:



Keep doing what she's doing.



Hire a lot more sales reps.



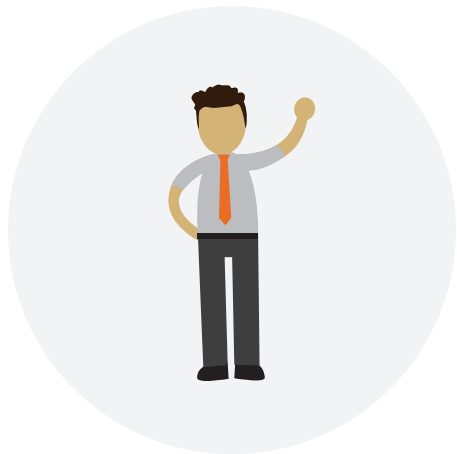
Find a better way.

THERE IS A

CHANNEL **80/20**



BETTER WAY!



Meet Sal Moore and the MMC
Channel 80/20 Team. Sal is an expert
in sales optimization.

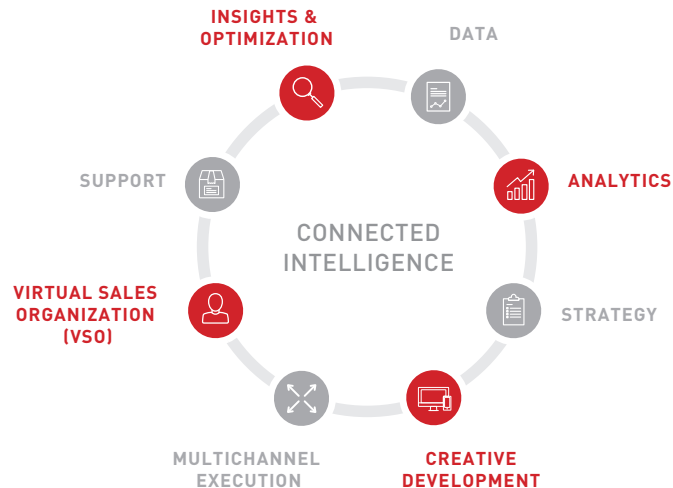
He helps clients like Anita with:

- Extending their sales reach
- Lowering their overall cost of sales
- Reducing attrition, increasing acquisition and growing sales.



How does Sal do it?!

(He's not a magician)



Sal uses MMC's Channel 80/20 and
Connected Intelligence Model.

DATA



Sal analyzes Anita's customer data to find opportunities.

ANALYTICS

Growing



Stable



Declining



Lost



New



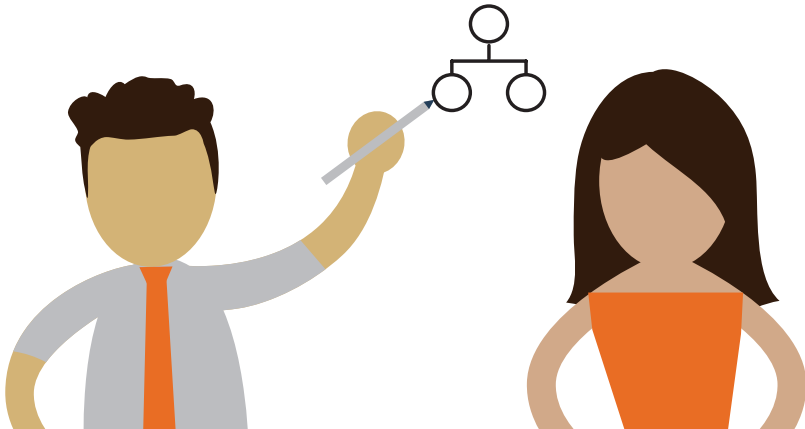
He builds treatment lanes based on current performance and scores customers on future potential.

STRATEGY

Sal builds a plan.

How many times does he
contact each customer?

Which channels of communication
will work best?

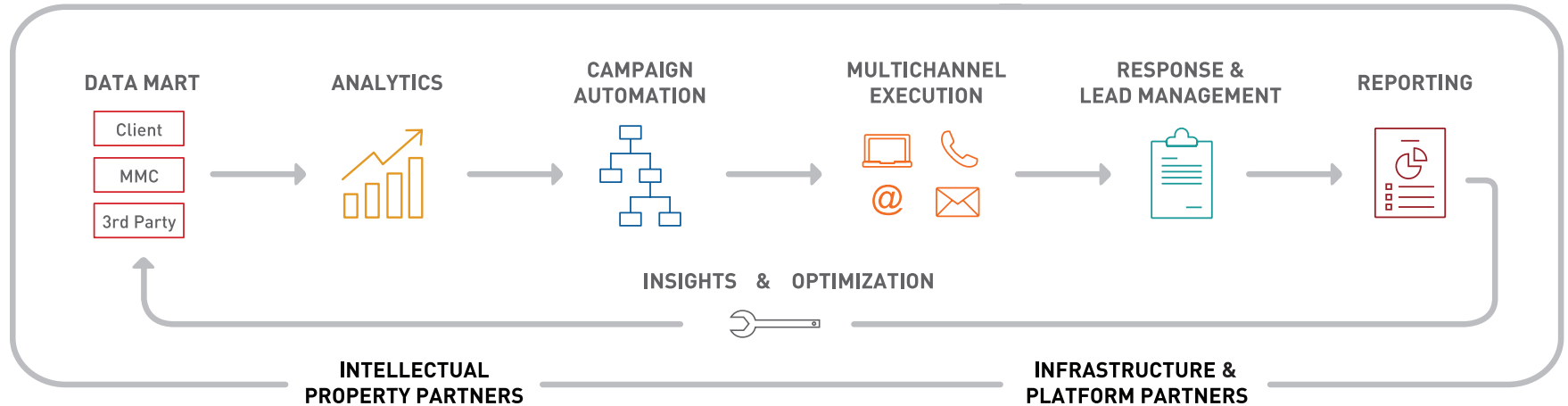


CREATIVE



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

MULTICHANNEL EXECUTION



Sal already has the people, process, and platform integrated into one system that just works.

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

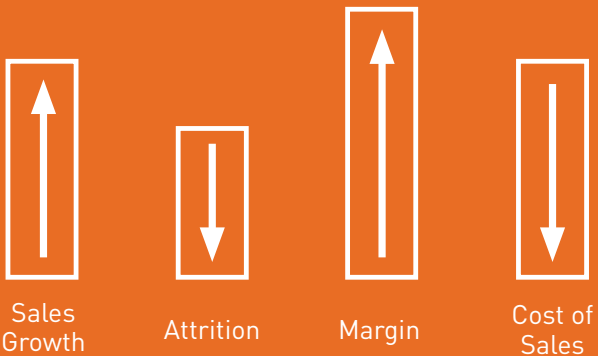


Building Products University

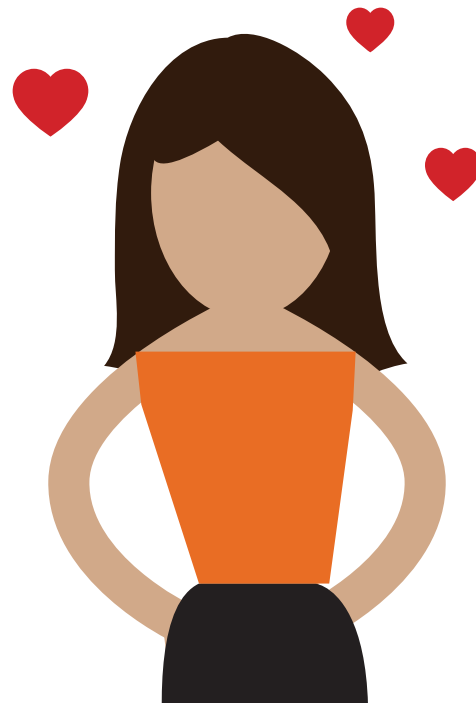
Sal even has a team of certified sales pros who can represent Anita's brand the same way she would.

INSIGHTS AND OPTIMIZATION

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



Anita likes the insights and loves the results.





With Sal Moore 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,
CONTACT US TODAY.**

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