

Market Reconnaissance



Convert Prospects to Customers – Outwit the Competition

“Is the market aware of my company and what we do? Do potential buyers perceive value in what I offer? Where do I rank with the competition? What is the one thing that will convert a prospect into my customer ?”

You need to create growth in a crowded and noisy market, with myriad companies competing for mindshare and dollars. Today’s tough economic climate demands that successful start-ups minimize burn-rate and focus marketing dollars with laser beam precision.

Solid strategic and tactical market choices are required to propel revenue growth. And, of course, revenue growth is fundamental for your next round of funding, and ultimately the company’s long-term success.

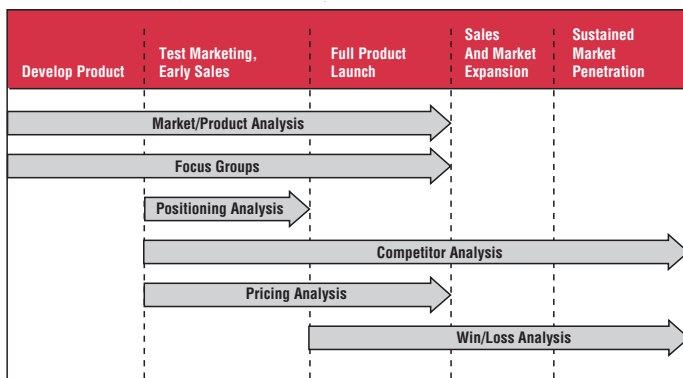
It’s imperative to:

- **Create Visibility**
- **Minimize Risk**
- **Optimize Growth Opportunity**
- **Maximize Impact with Minimal Marketing Budget**

Conviction and Certainty

It is important to know with certainty the advantages and pitfalls of your chosen path. To achieve these objectives, accurate and compelling in-depth data from both prospects and customers is critical.

Critical Services for Each Phase



Client Directed Services

SalesRamp has been the decisive factor in determining insight to competitive positioning, Marcom effectivity, and customer motivation.

SalesRamp studies are done through direct interviews with a large number of your prospects and customers, gathering input from target influencers and decision makers. SalesRamp works with your executive team to hone a precise set of questions, enabling the quick collection and analysis of data.

Market/Product Positioning Studies

–“What is the customer’s compelling reason to buy? What is the customer’s buying priority? What sources does the customer use to gather information? Is our price-point viable? What is the price/value trigger point?”

Product Validation Analysis

–“Are we building the right product and right feature set? What should the priorities be relative to the specific customers we want to capture? What values do customers associate with various combinations of features? What feature set creates the best balance with resulting benefit and value?”

Win-Loss Profiling

–“What factors cause us to win? What factors cause us to lose? What decision criteria was used in both cases? Can we characterize segments where we or the competition are prevailing? What level of customer loyalty exists in both cases to the chosen solution?”

Market Impact Modeling

–“Are we using the right channels to communicate with our targets? Which channels are most effective? To generate appropriate leads, am I focusing my resources in the optimum places?”

You will confidently and efficiently be able to:

- **Validate product and go-to-market strategies**
- **Prioritize product features**
- **Refine marketing communications vehicles**
- **Optimize tools and collateral for your sales channel**

When you’re ready—we’re ready!

Contact us to get a customized assessment and recommendation of programs that meet your specific needs.



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