

"Michael identified that we were sending out equipment and conducting expensive trials without adequately qualifying prospects. By changing our sales process and providing our salespeople with specific techniques to better qualify prospects, we reduced the number of trials and significantly increased our sales conversion rates. And we saved a ton of resources by closing down sales cycles early that never had a chance for success."

MILAN MILIVOJEVIC, Former Vice President, Sales
Transportation Safety Technologies

What clients are saying about us.

"We had a unique story to tell but just couldn't put it into words. Michael came down and delivered a SARKETING package that positioned us correctly and directly contributed to our more than 10-fold growth in just two years. Together we created a consistent brand and became instantly identifiable by customers."

PATRICIA Z. HOLLAND-BRANCH, IIDA, CEO
Facilities Connection

"One of the toughest sales scenarios is to successfully break into a global account with established competitive furniture standards. After several years of trying to get in front of a major US healthcare provider, we were presented with the opportunity. Michael guided us through our presentation, then the subsequent RFI and RFP. Feedback from the client was remarkable. They were impressed and we became their new supplier."

PAT TURNBALL, President
Kayhan International

"In less than one year, Michael's lead generation program produced more than \$3 million in invoiced business and approximately \$8 million in business we plan to close over the next two years. We even found leads with customers who historically were difficult to connect with."

PAUL L. HIRSCHBERG, Area Dealer Manager
Florida, Haworth

"While Michael had the intelligence and insight of an MBA, he also had a rich depth of practical knowledge from his field experience that complemented his analytical side. He has been on the front lines and knows how to support sales people and sales cycles."

Over the two mornings, no one lost attention as he brought us through a spirited diagnostic process that isolated our uniqueness and showed us that we had not been showcasing these opportunities for differentiation. The second morning he had nailed not only our positioning statement for the marketplace, but had developed rough sales tools that work on the "street" to support the sales cycles and bring in "wins".

His recommendations and principles have guided our sales process, our marketing and even our showroom tour.

If we have a marketing, sales or advertising issue I look forward to contracting with The Byers Group to bring a level of professionalism that is not available any place else - and I really mean that."

MILFORD H. MARCHANT, Chairman & CEO
Price Modern, LLC

The Byers Group

With more than 25 years in marketing, sales, lead generation and business development, Michael and Brenda Byers have transformed organizations ranging from Fortune 500s to nonprofits in industries spanning contract office furniture, healthcare, financial consulting and manufacturing.

Their combined expertise in developing brand strategies, go-to market planning and strategic sales processes delivers tangible results for clients like Haworth, Sara Lee, Herman Miller, Franklin Covey, Knoll, Fifth Third Bank, Westinghouse Furniture Group, Crowe Chizek and the American Hotel & Motel Association. Through their distinctive SARKETING initiatives, they produce satisfied clients and solid ROI. See for yourself.

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The Byers Group

Bridging the Gap Between
Marketing and Sales for ROI



Discover the Difference SARKETING™ Can Make.

If you're like most executives, your responsibilities revolve around meeting multiple demands and putting out constant fires. Your days are full – and you don't have the time, resources or funds to invest in efforts that don't deliver significant returns.

So how do you maximize your investment in getting to market? By bridging the gap between your marketing and sales efforts with a distinctive blend of services and tools we call SARKETING.

While we offer a full range of services, SARKETING is unique to The Byers Group. SARKETING is a toolkit of marketing efforts **that reinforces and advances each stage of the sale cycle** and has a continual focus on winning business and your ROI. We work with you to craft a comprehensive toolkit that reinforces your sales efforts, establishes differentiation and wins you business.

The SARKETING Work Sessions™

Often, to isolate the unique selling propositions of your organization, we start our work together with work sessions. The experience begins with two intensive mornings where we lead your most important stakeholders through a process that identifies the essence of your organization, from determining your unique selling propositions to defending your market strengths to downplaying your market challenges.

What's more, the SARKETING Work Sessions work in real-time: We take your input from day one and **develop the deliverables overnight** including:

- A defensible market position for your organization.
- A recommended campaign of right-fit SARKETING tools.
- Drafts of some of the recommended SARKETING tools.
- A developmental timeline and go-to-market plan that rolls out in 45-day increments.

Day two encompasses reviewing this work, determining forward steps, assigning responsibilities and finalizing a completion schedule. Along the way, you can expect rich discussion, cohesive results and definable consensus. In fact, some of our work is often used in sales cycles the next day.

Simply put: We dive deep and deliver quickly.

Do we make sense together?

It's a simple question, but important. Our business development process isn't about "selling" our services to you, but rather exploring your needs together and coming up with a **solution that best fits your company**.

As mentioned before, the SARKETING Work Sessions are just one of three ways to begin. Which path best suits you?

1 The SARKETING Work Sessions

We get to your SARKETING solution by working closely with your critical stakeholders. Together, we:

- **Identify challenges:** We discover what keeps you from being short-listed for opportunities.
- **Define strengths:** We define what makes you great, different, proud of your organization.
- **Educate with "Marketing 101":** We dive into marketing fundamentals and get your team on the same knowledge plane.
- **Re-Examine Strengths:** We weigh your strengths against these marketing principles and determine which are defensible and worthy of promoting.

After we gather this intelligence **we formulate a plan overnight** for your specific SARKETING toolkit, along with a tangible action steps with defined outcomes, and even a few rough-draft tools for immediate refinement and use.

2 Sales Funnel Reality Check

Do you know if your funnel is full enough to keep your organization viable? Are your opportunities "real"? We deliver an expert perspective from a sales process specialist that includes:

- **Sales cycle stages:** We create, or alter your present, sales cycle stages with tangible proof that your prospects are involved and committed.
- **Funnel gathering:** Your salespeople provide us with their opportunities and where they are in the sales cycle.
- **Interviews/qualifiers:** We conduct 40-minute phone interviews with your salespeople on their individual pipeline to understand where they are in their sales cycles and their realistic odds of closing those sales opportunities.
- **Refined funnel:** We provide a funnel document that defines your reality, along with opinions on the skill sets of your salespeople.

From this reality check, we can help you grow your salespeople's skills through ride-along coaching in the field. Not to mention develop lead generation campaigns to fill your funnel, if needed.

3 Custom SARKETING Solution

We know that no two organizations are the same. That's why we go through a discovery process with your key stakeholders to determine where they are in their growth, the specific challenges they face and the concerns they would like to address.

Armed with this knowledge, we work together to determine the right combinations of services – marketing, SARKETING, sales, lead generation – to deliver the precise solution for you and only you.

Our Resources. Your ROI.

Sales

- Sales Process Establishment
- Sales Training & Implementation
- Rep Coaching & Assessment Review Ride-Alongs
- Sales Single Opportunity Pursuit Involvement/Coaching
- Complex Customer Expansion Campaigns
- CRM Implementations
- Sales Funnel Development
- Sales Meeting Protocol Establishment
- Virtual VP Sales Operations Services

Lead Generation

- Lead & List Vendor Selection
- Telemarketing/Inside Sales Services
- Prospect Profile Development
- Lead Nurturing Systems & Campaign Development
- Direct Mail & Digital Offer Vehicle Development
- Campaign Management
- Campaign Analysis & Refinement

Marketing

- Brand Identity & Logo Development
- Website & Online Campaign Development
- Collateral Development (Product & Capabilities Brochures, Sell Sheets, Etc.)

SARKETING

- Proposal Optimization & Cover Letter
- Sales Cycle Support Tools
- New Sales From Present Customer Campaigns
- Difficult Concept Explanation Pieces
- Consistency In All Marketing/Messaging
- Unique Product/Service Development & Trademarking
- Unique Positioning Development
- Tagline & Elevator Speech Development
- Competitive Matrixes
- Showroom Optimization For Sales