



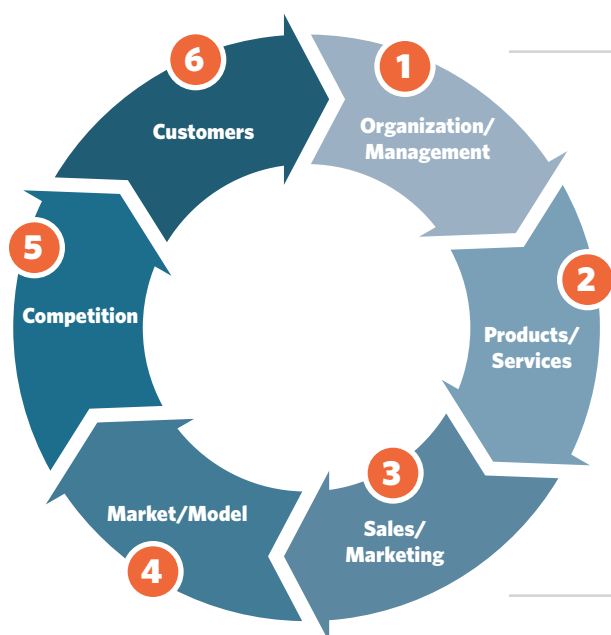
The SmartPlan360° Program™ A Guide for the Business Marketplace

A Collection of Guidelines for Top-Line
Growth and Bottom-line Profits provided
by the **SmartPlan360° Program™**



MarketCues

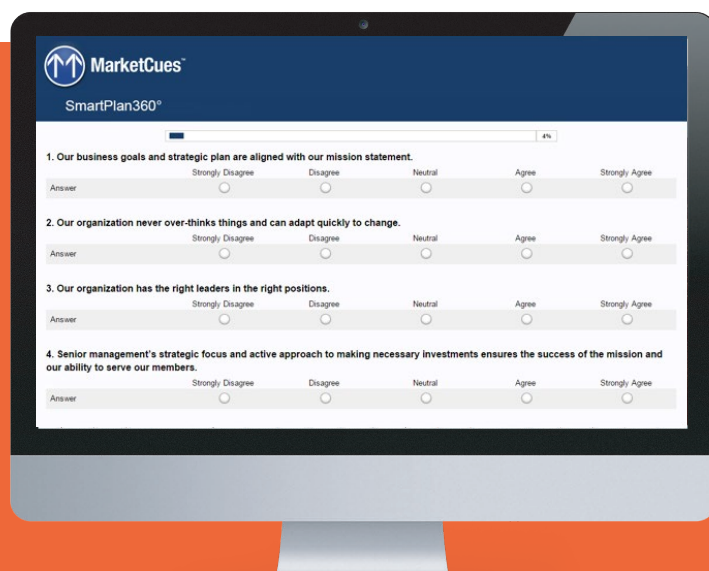
Based on an intensive study of over 500 businesses across multiple industries and geographies, the SmartPlan360° Program™ helps you identify specific areas in your business that can increase both your top and bottom lines. We first noticed that there were six areas that highly successful businesses managed extremely well. We found when these six areas were balanced into one symphony it created high growth. These six foundations are shown below. Employing the SmartPlan360° Program allows you to drive an actionable and practical strategic plan that improves your business in key areas by identifying gaps in the business' perceptions. The SmartPlan360° Program ensures an accuracy of 1 to 3% that provides you with complete confidence in your analysis and plan. It also eliminates the enormous time traditional consulting requires.



The SmartPlan360° Program™ measures both the Internal and External Audience's perceptions and abilities in six foundation areas:

- 1** Organization/Management
- 2** Products/Services
- 3** Sales/Marketing
- 4** Market/Model
- 5** Competition
- 6** Customers

The SmartPlan360° Program™ gathers critical business intelligence from the Organization and its External Audience using our proprietary online assessments in conjunction with executive interviews that are conducted in person and/or by telephone interviews.



The Basis of the Six Foundation Areas of Assessment

1. Organization/Management

Roles and Organization Alignment*
(See above)

Performance Management

Integrated Information System

Financial Management

2. Products/Services

Existing Product Development

New Product Development

Total Quality Management (TQM)

Product Portfolio Management

3. Sales/Marketing

Unified Sales Program

Forecasting/Sales Projections

Integrated Marketing Program

Brand Marketing Documentation

4. Market/Model

Market Valuation

Business Model Management

Demand Data/Metrics

Business Intelligence/IP

The Basis of the Six Foundation Areas of Assessment (cont'd)

5. Competition

Competitive Analysis Program

Competitive Strategy Development

Document Management/
Presentations

Competitive Management Tracking

6. Customers

Customer Ranking Program

Customer Relationship
Management (CRM)

RFM Tracking (Recency,
Frequency, Money)

Customer Loyalty Program

Sample Questions from Organization/Management Foundation Area

Roles and organization alignment

- Are your sales goals aligned with the mission of your business?
- If you report to a Vice President, Director or others in the organization, are your goals supported and aligned with theirs?
- Does the rest of the business staff truly know what and why you offer specific products?

Heat Map

The SmartPlan360° Program™ delivers a Heat Map for quick visual display. The Heat Map identifies problems your business is experiencing and leads you to their successful solution. Instead of bombarding you with endless facts and figures about your company, products and services, the SmartPlan360° Program provides you with key unique insights and drivers that inform you of strategic shifts you can make to better manage your company. For instance, it can recommend specific ways to create a deeper sales funnel and improve your sales cycle. These tailored recommendations are based upon your clients' specific needs. The SmartPlan360° Program captures all of your clients' input and from it provides you with powerful shifts that can help you achieve your business objectives.



The Heat Map includes six Foundations with 24 areas of analysis used during the SmartPlan360° Program™ assessment. All of this data is compiled into an Intuitive Heat Map and displayed using a simple Green, Yellow and Red scoring.

Strategic Recommendations

The SmartPlan360° Program's deliverables take two forms. First, a strategic assessment of your business is conducted that creates a simple but powerful analysis of what your business is doing well and what could be improved. This assessment is balanced because it takes into account both what your business team thinks and contrasts it to what your key clients think is critically important. Second, this allows you to objectively challenge "in-house thinking" that may have been appropriate in the past but not relevant for your business environment today. The front-line managers of any business are the fundamental link between strategy and execution. You understand that you cannot build a healthy business with misperceptions. The SmartPlan360° Program quickly delivers strategic recommendations giving you the power to choose the wisest plan and helps you implement it on a monthly basis.

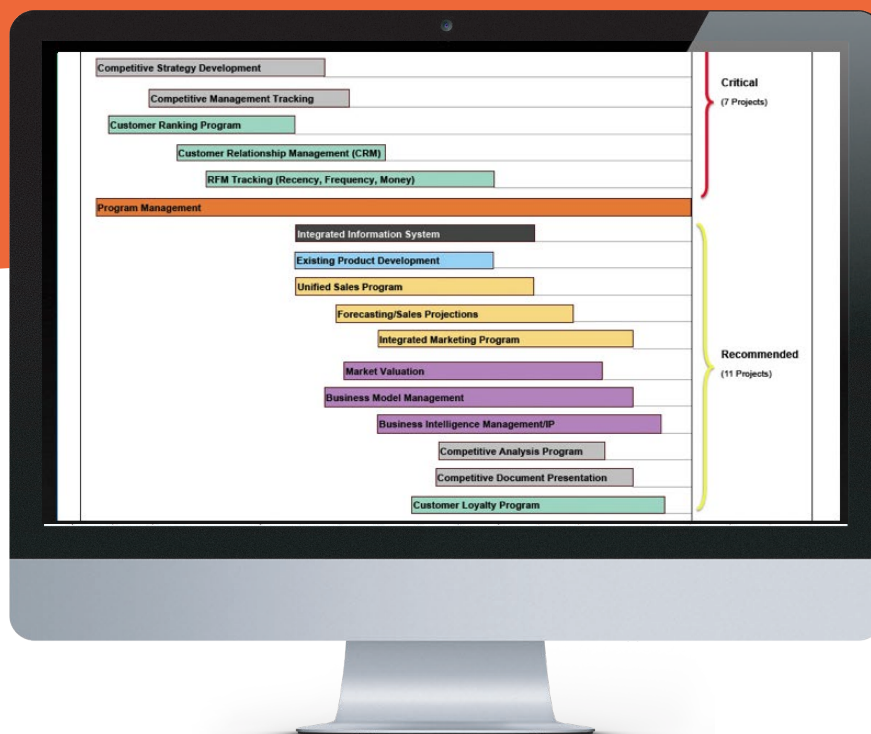
SECTION 6: STRATEGIC RECOMMENDATIONS	
The Cumulative Percentage Score to the right is the overall score that your organization received by averaging your organization's assessments with your clients' assessments. Individual Foundation Scores are below including strategic recommendations for growth.	
77%	
1. Organization/Management	79%
<ul style="list-style-type: none">Develop a "Workgroup and Process Plan" that includes the implementation of 1) Big Picture Planning, 2) Integration of all programs and projects, 3) Define Roles and Responsibilities for current and future staff.Develop a high-level "Strategic Plan" that identifies the organization's goals, strategies and people and financial resources that are required that are tied to the specific client base and services to be delivered.Implement an organization-wide "Project Leadership Program" that integrates ALL projects in one A to Z format that leadership and staff can access 24/7.Increase transparency of the organization's performance throughout the organization as well as its financial results by publishing a monthly report that is guided by its top-line objectives and strategies.	
2. Products/Services	77%
<ul style="list-style-type: none">Conduct a thorough review of existing Services to determine their "Gaps" and "Value" in terms of revenues, number of client engagements and stickiness produced on a monthly/annualized basis.Determine the top 5 offerings most clients are engaging the organization to perform and focus on either a niche or large organization positioning.Chart the top qualities of a "Total Quality Management" organization and implement these qualities throughout the organization and its upcoming program offerings.Develop the organization's top performing program offerings and decouple non-correlated program services that are distracting and unprofitable.	
3. Sales/Marketing	85%
<ul style="list-style-type: none">Develop a systematic sales plan that drives leads to the organization's newly developed sales funnel using its primary digital, pr and marketing services.Establish key metrics based upon industry forecasts of needed program offerings and develop a "Strategic Dashboard" that is updated monthly throughout the organization.Discontinue use of budget allocation based upon current revenues and implement new line item for "Business Development Marketing" based upon the organization's greatest revenue opportunities.Develop a "Branded Program" that leverages the strongest brand triggers of the organization: PR, Digital and Design throughout all printed and digital materials.	

Strategic Recommendations present your organization's "Composite Score" based upon the results of the total organizational and strategic assessments:

- Each foundation has its own score
- Specific strategic recommendations are provided for each foundation
- You learn what your business is doing best and how it can improve performance and productivity

Project Runway

One of the critical aspects of any action plan is the ability to implement the strategic initiatives that will deliver the optimum impact to the top and bottom lines. Our Project Runway recommends in priority ranking the 'Critical' initiatives that will best accomplish your objectives. The specific outcomes that each strategic initiative achieves are tracked and reported monthly which allows you to manage and tailor them to changes and developments in your market. As you know, you can only improve what you measure.



The Project Runway identifies the Critical Projects that were identified in the SmartPlan360° Program™ Heat Map, and it creates a priority-ranked list to help you achieve your goals. Monthly coaching can be included to establish goals, projects, timelines, budgets and assist you in their implementation.



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