



PRISM BUSINESS DEVELOPMENT
"Experts at Building Customer Experience Optimization Organizations"
Promotion Planning
Driving Business To The Channel

Step	Purpose	What Is?	Tool
1	Identify Channel & Channel Industry Specific Penetration & Capabilities	Channel Ideal Industries & Business Model	Marketing Diagnostic Questionnaire
2	Drive Prospects to Channel Doorstep... all road lead back to Channels/Solutions	Promotion or Market Conditioning Company Privilege (Brand Equity) and Product/Service/Solution Privilege (Product/Service/Solution Equity)	Product & Service Promotion... Channel Promotion (not including Corporate Promotion) Building Awareness, Consideration & Hit-Rate (Predisposition to Purchase) Public Relations: <ul style="list-style-type: none"> • Product & Service Identity-Branding • Channel Co-Branding • Customer Industry Trade Articles... Industry Specific Customer Value Add Testimonials... trade success story articles, proof statements • White papers, • Buyer guide listings entries (a player), • Industry backgrounder and analysts positioning (a major player and positioning as de-facto standard market leader) Public Relations & Advertising: <ul style="list-style-type: none"> • Vertical's Trade Journal Placements • Channel's Journal Placements • Premiums • Trade Show Advertising • Website Development • Blog • Search Engine Optimization • Social Media • Telemarketing • eMarketing



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			<p>Sales Territory: Customer Touch Points</p> <ul style="list-style-type: none">• Email campaigns• Direct mail campaigns• Webinars• Success story seminars• Sales Territory Blitzes
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