



NEW BUSINESS DEVELOPMENT SERVICES

Why are New Business Development activities able to be outsourced?

Business development initiatives are unique, in that they can be defined, organized and packaged within a distinct project format, replete with clear target objectives, budget, schedule, responsibilities and specific, focused and measurable success factors. As such, they can be managed as a contracted service without disrupting the company's normal business process.

When, and if, successful they can then be integrated into the company's regular business. This approach permits a company to attempt breakthrough, pioneering market initiatives with minimum risk and disruption to the current business activities.



QMP™ Business Development Services provide a company with all the experienced resources, tools and proven process disciplines needed to launch and manage

a strategic initiative into a new targeted market space - from a front-end market viability assessment to building the sales story, executing sales calls, managing the sales pipeline, and closing the first proof-of-viability reference accounts.

Rather than disrupt your company's existing marketing, sales and distribution process, QMP™'s outsourced business development services are used to test-market an initiative. This can include assessing the competitive and economic viability of an initiative, preparing the market-specific benefits story, identifying the strategic key target accounts, engaging target customers and closing initial sales - sales which not only confirm the viability of the initiative but also serve as reference accounts for further penetration into the market.

Outsourcing these activities minimizes the disruption and risk associated with new initiatives, while allowing fast action to test ideas and pioneer new or expanded markets.

THE QMP™ GROUP, INC.

6441 SW Canyon Ct. Suite 103
Portland, OR 97221

Phone: 503-318-2696
www.qmpassociates.com



NEW BUSINESS DEVELOPMENT SERVICES

Industry applicability:

- High Technology
- Medical Equipment
- Software
- Information Technology
- Electrical Components
- Capital Equipment
- Mechanical Components
- Professional Services
- Manufacturing
- Wholesale Distribution
- OEM Products

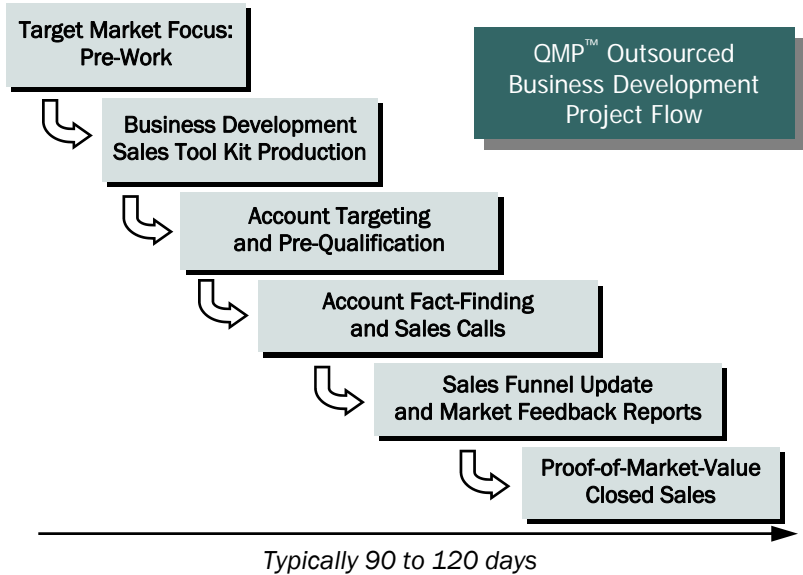


QMP™'s business development process is field-proven and its sales specialists are highly-skilled at gaining access, listening to and coalescing strategic sales opportunities and projects with key, high-leverage target accounts.

THE QMP™ GROUP, INC.

6441 SW Canyon Ct. Suite 103
Portland, OR 97221

Phone: 503-318-2696
www.qmpassociates.com



The Benefits of Outsourced Business Development

- Permits testing of new strategic market initiatives without distraction of the company's main business operations
- Minimizes the time required to determine an initiatives real value
- Leverage - a single marketing manager can manage several outsourced business development initiatives simultaneously
- An experienced and field-proven QMP™ business development process and sales staff
- A clearly defined project plan, budget and objectives
- Market feedback is organized, summarized and clearly documented

Typical Project Deliverables

- Target market attractiveness and viability analysis
- Primary strategic target customers
- Focused marketing sales presentation
- Target customer sales calls
- Sales call discovery reports and summaries
- Proposing and closing key strategic sales
- Regular (weekly) progress reports
- Final report: strategic viability, channel and product recommendations

Cost

- Detailed project proposals are provided based on the extent of the initiatives deliverables, degree of market accessibility and the extent of travel and associated expenses.