



EXECUTIVE TEAM STRATEGY WORKOUT

About QMP™ Strategy Workouts...

"The QMP™ strategy framework allows us to quickly and effectively assess new opportunities... I was truly excited when I first became exposed to it four years ago and my use and enthusiasm hasn't diminished one bit."

Chief Technology Officer
Medical Equipment Company

About QMP™ Market Strategy ...

"QMP™ uses models that make quick work of mind-twisting strategic challenges. The approach is no-nonsense and quickly gets to the real issues. I have never worked with (a process) that can help (an executive team) think through strategic issues as efficiently and effectively."

CEO
e-Learning Company

About QMP™ Consulting Services ...

"QMP™ has the potential to transform a management team to a new level. They quickly engage the team, mobilizing the organization to produce meaningful improvement."

CEO
Electronics Manufacturing Firm

"Thus it is in war, that the successful strategist seeks battle after the victory has been won, whereas he who is destined for defeat first fights and afterwards looks for victory."

The Art of War

The QMP™ Group, Inc.

Phone: 503-297-7671

Fax: 503-297-4885

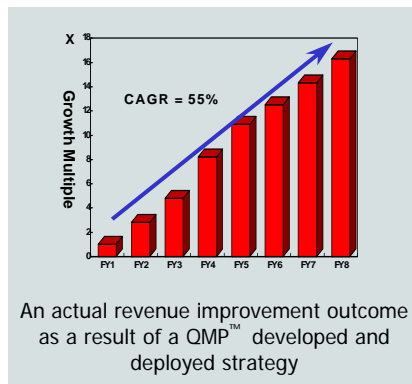
www.qmpassociates.com

Attack your most immediate market challenge – while learning an easy-to-use, rapid-impact strategy development process that will continually yield economic benefit



The single most important obligation an executive management team has, is the formulation of a sound strategy - a strategy that focuses the resources of the business on the most lucrative, growing and profitable target markets available. All other business activities, research, product development, tactical marketing, manufacturing and sales, inevitably flow from this crucial and important decision.

A QMP™ executive strategy development work-out is a highly productive, two-day, facilitated activity which leads an executive team through this crucial decision-making process. It combines your management team's business knowledge (about customers, the market, competitors, company assets and product capability) with QMP™'s field-proven market strategy development and facilitation process to produce a sound, focused market strategy. In addition, it provides the tools, processes and direction successful strategy execution.



This activity produces:

- A focused market strategy designed to quickly improve profitability, growth and company value
- A business development launch plan
- A sales process and tool kit that allows rapid customer field effectiveness
- A suite of performance management tools and process to assure progress



EXECUTIVE TEAM STRATEGY WORKOUT

Industry applicability

- High Technology
- Software
- Manufacturing
- Information Technology
- Electronics
- Medical Equipment
- Wholesale Distribution
- Capital Equipment
- Mechanical Components
- Consulting Services
- Test Equipment
- Building Products



"The QMP™ process gets a company quickly focused on the best markets, shows you ways to get the most mileage from your marketing expenditures and provides a set of sales disciplines that cleans the dead wood out of the sales pipeline and moves the good accounts rapidly to closure."

Chief Operations Officer, Software Firm

THE QMP™ GROUP, INC.

6441 SW Canyon Ct. Suite 103

Portland, OR

Phone: 503-297-7671

Fax: 503-297-4885

www.qmpassociates.com

Why use a QMP™ facilitated strategy development process?

- Develops a sound market strategy without delay, moving the team quickly and efficiently through to deployment
- Creates organizational focus: building consensus among the management team, with input from all perspectives and specialties
- Makes effective use of management's collective knowledge of markets, competition and capabilities of the company
- Concentrates the effort in a short, focused period of two days completing the task quickly and efficiently
- Addresses the most immediate market challenge while leaving behind a tool kit and process for the formulation of future strategies
- Client sound bites:
 - “... should have done it sooner”
 - “... great value for the money”
 - “... brought us to the next level”
 - “... got us all singing from the same page”

Work-Out Agenda

Day 1

- Objectives, Barriers and Initiatives
- Leveraging Strategic Assets
- Target Market Attractiveness
- Competitive Assessment
- Quantifying the Customer Economic Value Proposition
- Channel-Delivered Value Contribution

Day 2

- Market Strategy Development
- Customer Engagement and Buyer Process Modeling
- Business Development Initiative Launch Planning
- Building an Effective Sales Tool Kit
- Deployment and Performance Management (process disciplines, accountability, expectations, check-points, progress metrics and tools)

Strategy facilitation projects usually require preplanning with a management sponsor or project leader to:

- formulate specific objectives, and desired outcomes,
- coordinate completion of pre-work,
- and most importantly, organize and manage deployment