



THE QMP™ GROUP, INC.

Sound Strategy, Rapid Results, Lasting Impact™

# THE QMP™ MARKETING AND SALES EXCELLENCE CERTIFICATION PROGRAM

Small group training, individual personalized coaching and extended project support, wrapped into one transformative program ... A QMP first!

In the words of our clients...

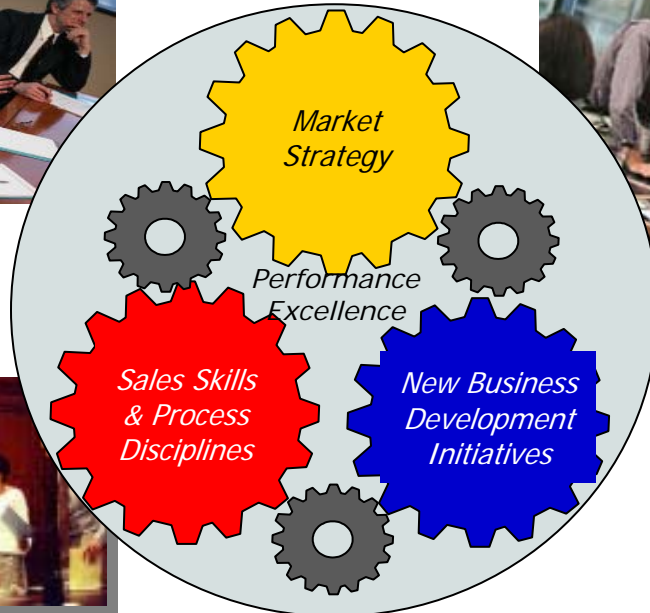
*"The QMP™ strategy framework allows us to quickly and effectively assess the attractiveness of new opportunities. The tool set reduces complex market factors to a few simple, easy-to-understand charts that not only develop the strategy, but also allow us to communicate it quickly to the organization. "*

*"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. "*

*"QMP uses models and tools that make quick work of mind-twisting strategic challenges. The approach is no-nonsense and quickly gets to the real issues "*

*"... just the thing we needed to get us to the next level"*

**QMP™** is a complete, integrated marketing and sales process and tool kit — from formulating sound market strategy, to launching productive and cost-effective new business development initiatives to putting in place effective sales skills and sales management disciplines.



The QMP™ Marketing and Sales Process Model

The QMP™ Marketing and Sales Excellence Certification program combines the four key ingredients required for the continued growth and success of any business: sound Market Strategy, rapid impact New Business Development initiatives, a disciplined and effective Sales process and a no-nonsense Performance Excellence culture. QMP has woven these components into a unique training, project management and coaching program for the key marketing and sales professionals in small to mid-sized businesses.

The 6 month program consists of one formal training day a month for the first four months, project identification and support at the beginning of the program and coaching for the complete length of the program.

Candidates for the program are interviewed and evaluated for their success potential—with the final selection made in consultation with the home company executive. Support is individual and classroom sessions have no more than 8 people to assure lots of individual attention to specific company challenges and project needs.

**The QMP™ process has repeatedly been proven to yield positive real-world results.**

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# THE QMP™ MARKETING AND SALES EXCELLENCE CERTIFICATION PROGRAM

*"... the single most educational day I've had since I earned my MBA over ten years ago." from a QMP attendee - a College Marketing Instructor and Graduate of Columbia*

## Industry applicability:

- Manufacturing
- High Technology
- Medical Equipment
- Software
- Information Technology
- Semiconductors
- Electronic Components
- Building Products
- Capital Equipment
- Mechanical Components
- Professional Services
- Metal Products
- Wholesale Distribution
- Business-to-Business



*Several of Oregon's "Fast 50" have used QMP™ processes and workshops to reach higher economic performance*

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### Program Content

#### Market Strategy

- Formulating Winning Market Strategies
- Assessing and Selecting the Best Target Markets
- The Market Adoption of New Products
- Market Positioning
- Competitive Assessment
- Channel-to-Market Assessment

#### Business Development

- Quantifying the Customers' Economic Value Proposition
- Building Buyer Process Model
- Market Launch Planning
- Cost-Effective Market Penetration Initiatives
- Leveraging the Intra-Market Network
- Build cost-effective sales tool kits
- Sales Process Skills and Disciplines
- Using a Sales Tool Kit
- Building your Ideal Customer Profile
- Account and Opportunity Qualification
- Fact-Finding and Discovery Skills
- Buyer Types and Personalities
- Formulating Account Sales Strategies and Action Planning
- Opportunity Pipeline Management
- Sales Management
- Forecasting
- Market and Field-Intelligence Feedback

#### Performance Excellence

- Managing Business Initiatives and Projects
- Leadership Skills
- The 7 Laws of Performance Excellence
- Overcoming Barriers to Progress

### **Deliverables:**

- Training (4 days of classroom), project support, coaching
- The QMP process manuals and tool kit CD

*The QMP Group, Inc. is a Portland, OR based market strategy, business development, sales and performance management consulting and training firm whose mission is to accelerate the growth and economic value of small to mid-size business-to-business firms.*

*The QMP™ Group can be reached at 503-318-2696 or qmp@qmpassociates.com*