



Fairmont
CONCEPTS



RAISE REVENUE & PROFITS:

Practical Solutions to Improve your Commercial Engine



A photograph of two male workers in a manufacturing plant. They are wearing yellow hard hats and high-visibility yellow safety vests over dark blue long-sleeved shirts. They are looking intently at a piece of machinery, with one worker's hand resting on a green component. The background shows industrial shelving and equipment, slightly out of focus. A red banner with white text is overlaid in the upper right corner.

Made in Manufacturing

Fairmont Concepts is made up of marketing and sales experts who perfected our trade by marketing and selling high dollar products in the manufacturing sector. We understand your business complexities and will focus on the areas of your commercial engine – from lead generation to customer loyalty – that bring you the best ROI.

MARKETING AND SALES IN THE MANUFACTURING WORLD IS – DIFFERENT.

You're working with high dollar-B2B sales, where the buying cycle can be slow and the needs very technical. Your customers are often evaluating and purchasing a fundamental piece of a bigger solution. We bridge the gap between traditional marketing and sales and the world of manufacturing.

B2B manufacturing companies struggle with results when one or more areas within the commercial engine aren't optimized.

In fact, according to our research:

60%

don't generate
enough leads

58%

don't have
consistent
messaging

49%

could have
more effective
sales teams

We guide you through the process of identifying where to focus your efforts, taking you step by step through solutions to improve your business.

10 Key Business Areas – High Impact, Near Term Results



End Market Selection

Many companies target end markets based entirely on earned revenue. Top revenue does not always equal top market. Segment, conduct objective market evaluations, and identify the end markets that deliver the top growth potential for both revenue and profit.



Customer Needs

Often businesses think they understand their customers, commonly finding they have misinterpreted needs. Develop better products, create stronger service offerings, create better messaging, increase win rate, and raise profits, all resulting from a clear picture of the marketplace, directly through the eyes of your customers.



Messaging

Clear, consistent, and targeted messaging is essential. A simple hierarchy is used to organize your messaging ensuring clarity and consistency. Don't underestimate the power of deliberate messaging when you're trying to set yourself apart and win business.



Lead Generation

Consistently rated as a top problem facing sales and marketing teams, lead generation is vital to sustaining and growing your company. Set up an effective lead qualification and funnel system, along with tools and methods to help analyze your current lead generation sources, identify your top ROI activities, and fill your pipeline.



Lead Nurturing

Companies invest heavily in money and resources to generate leads, yet nearly two-thirds of B2B companies have not yet established lead nurturing. Create a lead nurturing program taking advantage of all your current content, and delivering the right information at the right time to your potential customers – swiftly guiding them through the buyer journey.

WONDERING WHICH AREAS TO FOCUS ON FIRST?

Take our **Business Health Check Up** to find out which areas to pinpoint for the best ROI.

www.fairmontconcepts.com



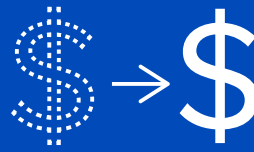
Sales Team Efficiency

Maximize the win rate through proven sales management and training techniques that include selling strategies, persuasive overview pitches, powerful new sales tools, truly effective role playing, and the makeup of an ideal sales training meeting.



Customer Loyalty

Loyal customers purchase more often and make larger purchases – generating significant profits. Learn techniques for obtaining and tracking transactional satisfaction and overall customer loyalty.



Investing in Marketing

It can be hard to tell if investing more money in marketing will increase revenue. Use benchmarks to establish how much you should be spending, how to determine where to get your highest ROI, and how to justify a healthy and reasonable marketing budget to senior leaders.



Increasing Product Attractiveness

You don't always have time to develop new products to grow sales. You need to boost sales right now. Dig deeper and uncover the hidden advantages in your existing offerings to improve perceived value and increase sales.



Company Profitability

Marketing and sales teams are responsible for the important task of delivering revenue and profit, and sometimes you find yourself in need of an immediate boost. There are levers your commercial team can pull to help you hit your profitability targets. Identify and execute those profitability levers.

Experience your Commercial Engine at Peak Performance

TOTAL BUYER JOURNEY FUNNEL

Imagine a full sales pipeline with quality leads and swift funnel movement, consistently meeting revenue and profit targets, and a loyal customer base.

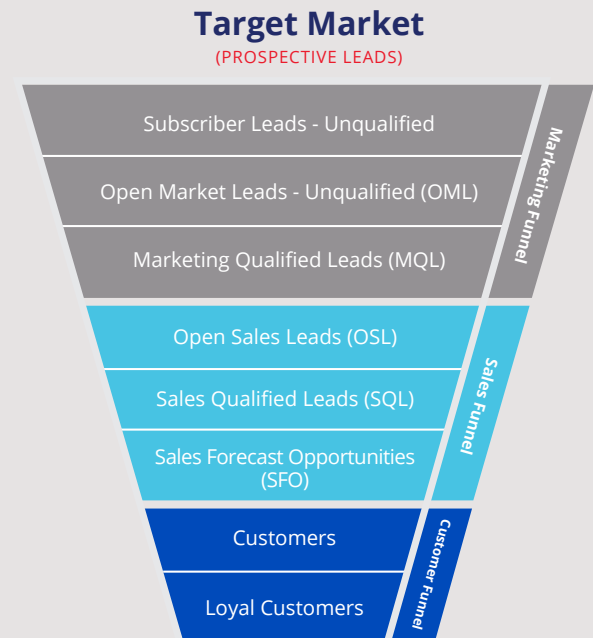
This becomes your reality when you design, build and run your business with a healthy Commercial Engine.

What's the Commercial Engine?

Simply stated, your Commercial Engine is made up of the teams and functions responsible for lead generation through customer loyalty – and everything in-between.

Your Guide to a Healthy Commercial Engine

Fairmont Concepts has a proven, systematic approach to increase revenue and profit for B2B manufacturing companies selling high dollar products that can range over \$10k each.



We use our proven **MarketMD™** system to diagnose your business, create alignment amongst your peers and leaders, and help execute results. Our process is simple, effective, and it works.



Quick Assessment

Start with our MarketMD Business Health Checkup. It's a fast, free assessment of the current state of your marketing and sales. The checkup should be taken by people in your organization with knowledge of your customers and your marketing and sales system – delivering a more accurate assessment and full buy-in.



Custom Action Plan

We analyze and discuss your results with you and deliver a prioritized and focused action plan specific to your business, with the best ROI.



Fairmont Executes

Together we execute the strategic plan to get your commercial engine running at peak performance using best practices to improve revenue, profit, and serve your customers better. Your team will learn permanent skills and tactics, complete with a full library of tools and templates for future use. Invest in your team with Fairmont.

Take the **Business Health Check Up** and start your path towards making your commercial engine a well-oiled machine.

www.fairmontconcepts.com





Take the MarketMD™ Business Health Check Up FAST, FREE, & ACCURATE.

Simply put, our 3-minute checkup is the best way to quickly understand your biggest opportunities for improvement in marketing and sales. We've created a series of questions that when answered will diagnose your commercial engine, and promote leadership alignment.

We'll formulate your results and deliver them to your inbox. **Don't guess where you should focus your efforts to get the best return – know.**

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Fairmont Concepts authored the well-known business book **MarketMD™ your Manufacturing Business**, complete with tools and templates for marketing and sales. To learn more, visit www.fairmontconcepts.com.