

M.A.P.®

Marketing Assistance Program

The Marketing Assistance Program is meant to aid the distributor to locate, identify, contact and sell specific markets or customer groups.

The program follows specific steps to ensure success:

1. Identify the product or products to be marketed.
2. Identify the target group or market
 - a. Defined by 4,6 or 8 digit SIC code.
3. Identify the geographic area of potential customer.
 - a. Defined by state, county, metro area or zip code.
4. Identify the size of the target customer
 - a. Define by number of employee's or total sales.

After the above parameters are defined we will then prepare the needed support materials for the marketing effort.

1. Create specific literature for the product or products that would be appropriate for the campaign.
2. Set sales goal for marketing effort
3. Sell lots of product to new customers!