



CUSTOMER MANUFACTURING GROUP

Marketing/Sales is more than a set of activities. It's a process, and success comes from managing that process correctly.

CUSTOMER MANUFACTURING GROUP A COMPANY OVERVIEW

What We Do For You

We help you increase sales and grow faster than your market, while at the same time lowering the cost of creating those sales. As consultants, we do this by showing you how to use our proprietary, proven manufacturing-based methods for managing Marketing and Sales (Our concepts work with service industry, distribution, or manufacturing companies).

Customer Manufacturing Group, as a Marketing/Sales process consulting and training firm, does three things:

1. We help you determine what to do to increase sales.

Most consulting firms call this an assessment. We hate traditional assessments because they take too long, cost too much, and may not be right. But, if you don't take the time to make sure you are doing the right thing(s), you can spend time and money and get no closer to the end results, just further from the beginning (to quote our partner, Bayard Bookman).

Since knowing what to do first is important, we developed our initial Consulting Without Consultants service, Marketing/Sales Accelerator™, to eliminate the cost, time and inaccuracies of many assessments so that we can quickly, accurately and economically identify the true constraint (or bottleneck) that needs focus so that you can increase sales. We have several other artificial intelligence based assessment services as well.

2. We help you design an optimal, workable, manageable solution to improve some or all of your Marketing/Sales process.

Once you know what to do it is important that you design a robust, repeatable, manageable solution. Using fundamental process management principles and our many years of real-world

experience in Marketing/Sales, we can design solutions that work with live human beings in real business situations.

These can be to improve your sales process, channel strategies, or sales management methods. They can be focused on your new product/service development and introduction processes (including branding and positioning) or the processes you use to determine what new products or services to bring to market.

We can help you redesign aspects of your Marketing/Sales process to reduce costs or increase effectiveness . . . or both. We are experts at closed-loop, linked, Marketing/Sales processes that connect marketing to sales and marketing to product/service development. Our proprietary Marketing/Sales process model (six years in development) allows us to create useful designs based on real-world experience backed by a model that makes sure nothing is left out.

Our designs work . . . period. They are proven, self-correcting (continuous improvement built-in) and manageable without a lot of overhead structure.

3. We help you implement change in your Marketing/Sales organization and process.

Whether with one of our designs or your own, we understand how to facilitate new processes, methods, and approaches in your organization so that the new methods are accepted in as short a timeframe as possible.

Using combinations of training, coaching and mentoring, we help you effectively implement Marketing/Sales processes that work with real people; in the real-world; in real time. We've been in your shoes most of our careers and we understand what it takes to get an organization to change.

A COMPANY OVERVIEW

What's Different About Our Approach?

Marketing and Sales are composed of hundreds of individual tasks and activities. This inherent complexity, coupled with the long-standing belief that these functions are more art than science, has led most companies to manage their Marketing/Sales functions on an event or project basis (or even on a crisis basis).

To be managed effectively, however, Marketing/Sales must be managed as a process with a proven set of process management principles. In searching for a solution to this management dilemma, we based our work on two fundamental beliefs:

1. That Marketing and Sales must be viewed as a seamless cohesive process, rather than distinct, separate functions.
2. That the process model must be usable and useful in day-to-day applications as well as from a long-term perspective.

We recognized that the ultimate result of all Marketing/Sales activities is a steady stream of the right customers in the appropriate quantity to accomplish the organization's goals. This led to a fundamental breakthrough.

Our proprietary concepts consist of two innovations. The first is a useable process model for Marketing/Sales. While Marketing process models exist, most of them have been developed in academia, and have not proven useful in the real world. In searching for a useful model, we examined other areas of business that had been successfully modeled. Then it hit us: What if you viewed Marketing/Sales as a manufacturing process whose output was loyal customers?

We postulated and then set out to see if Marketing/Sales could be modeled as a manufacturing process. What we found was that this model provides a useful reference for evaluating, designing and managing Marketing/Sales as an integrated, repeatable, predictable function.

Once you have a useful Marketing/Sales process model, the question arises as to the best method for managing it. For the second innovation, again, we looked to manufacturing. The manufacturing world has developed proven methods for managing complex human processes over the last 50 years. Recognizing the analogies between product manufacturing and Customer Manufacturing provided the leap.

A System To Manufacture Customers

Why manufacturing? Over the past fifty years, the manufacturing world has transformed itself from a series of independent activities to a synergistic, well-managed, predictable process that delivers a predictable stream of quality products . . . exactly analogous to

what Sales and Marketing should do. Thus, our model for a Marketing/Sales process, the Customer Manufacturing System, is closely aligned with what has evolved from the manufacturing world.

Product manufacturing is comprised of a design function and a production function. Methods have been developed over the years to integrate and manage these functions. Viewing Customer Manufacturing as composed of Customer Engineering and Customer Production, rather than Marketing and Sales, allowed us to construct a useful model of Marketing/Sales that incorporates proven methods to integrate and manage these complex functions.

What we have found is that companies can use our System to quickly find and fix Marketing/Sales bottlenecks, forecast moves by the competition, develop better new product plans, provide better integration between Marketing and Sales, all while reducing costs and increasing revenue. This System to Manufacture Customers is an innovation in the management of Marketing/Sales that provides results.

Who Uses Customer Manufacturing Group?
Customer Manufacturing Group clients vary in size and industry but share one common goal – the desire to grow faster than their market. These companies have also recognized that traditional approaches to improving Marketing/Sales performance have severe limitations and can't solve the complex problems facing companies in the 21st century.

Our principals have served clients and applied the principles of Customer Manufacturing in a spectrum of industries. Our ability to transfer effective ideas from one industry to other industries is a source of competitive advantage for you . . . and us.

Who Are We?

Customer Manufacturing Group principals are highly experienced business professionals who spent years working within their areas of specialty in strategic planning, marketing, sales, operations, and general management. Our total focus is on helping our clients increase sales and lower the cost of creating those sales.

You can learn more about us by visiting our website at www.customermanufacturing.com. The site provides additional information on the concepts involved with Customer Manufacturing, the detailed backgrounds of our key principals, and it has numerous information papers that you can download.

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