



Prospecting and Market Management Solutions for the Communications Market

MARKET MANAGEMENT SOLUTIONS

This service is used by organisations with limited sales support in the local region, where BlueBird provides a full qualification service for projects. Often this will enable BlueBird to set-up and run initial discussions with target accounts, organise early product demonstrations and other qualification activity until such time that a project has been created and an actual revenue prediction with a given close date is possible. This is then handed back to the client's direct sales team when appropriate.

CHANNEL CREATION AND MANAGEMENT

This service sets-up a channel for a client's product, finding the most appropriate partner or partners in each region or country. The client may then wish to continue to have BlueBird manage the channel or it can be handed back for the client's channel sales team.

MARKETING SUPPORT

To support lead generation, BlueBird's experts can manage and create programs to support your organisation to create leads, grow your market profile and create compelling messaging. These include collateral creation, event creation and management, public relations management, analyst relations, direct mail and email creation and campaigns.



Intelligent Sales and Marketing for the Communications Market

consulting
sales
marketing
staffing
support



Lower Temple Barn – Unit 1
Sothington Lane, Selborne
Hampshire, GU34 3IS UK
+44 (0)844 884 2748
help@bluebirdmarketing.co.uk
www.bluebirdmarketing.co.uk



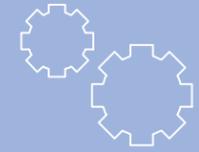
Prospecting and Market Management

CONNECTING YOUR BUSINESS TO THE PROSPECTS AND PROJECTS YOU NEED

At BlueBird we know more than most, that selling to the service provider market place is not easy. The complex nature of operational, business and network systems, the multitude of in-house developments and off the shelf software products combine to make near unique environments at every service provider. In order to win business you need to not only find the right person in a large organisation, but be able to gain their trust from your first contact. Enthusiasm is not a replacement for knowledge when targeting key

individuals in your prospects. Often there is no project, no RFI/RFP or budget in which to sell your proposition, it has to be created; it has to be sold from the first point of contact.

BlueBird's experienced team of direct sales and marketing professionals have been in direct and channel sales for leading vendors. BlueBird not only has an extensive list of personal contacts and relationships, but knows how to best position your products from the first instance.



CUSTOM SOLUTIONS

Whatever your requirements they are likely to be unique for your product and your organisation. We can create a custom solution that best suites you and your requirements.



PERSONAL CONTACTS

With decades of selling and marketing to the communications market the BlueBird management team has a comprehensive list of personal contacts across the industry which can be utilized to accelerate your sales.



EXPERTS

We have experience in start-ups, turn-arounds and larger organization and know what it takes to win new business in competitive markets. Blue Bird's team has experience of Fix, Mobile and Cable operators in EMEA and APAC, North America and Latin America . The BlueBird Team have been selling and marketing in the communications market so you can utilise their knowledge to help your organisation grow more rapidly.

PROSPECTING SOLUTIONS

- MARKET ASSESSMENT
- PROSPECT PROFILING
- KEY PROSPECT TARGETS
- C-LEVEL INTRODUCTIONS
- C-LEVEL APPOINTMENT SETTING
- MARKET MANAGEMENT SOLUTIONS
- CHANNEL CREATION
- CHANNEL MANAGEMENT
- MARKETING SUPPORT

flexible solutions for your business needs

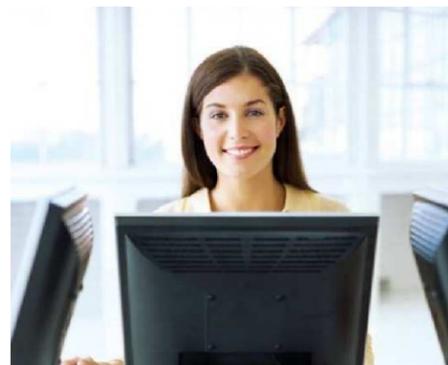
BLUEBIRD PROVIDES A TOTAL END TO END SOLUTION FOR PROSPECTING

MARKET ASSESSMENT SOLUTIONS

BlueBird provides a full 360 degree assessment of your products or services in your target markets. This includes looking at each segment to figure out where your proposition is most likely to succeed. Areas covered in the report are: competition, go to market models, partnerships and implementation and support issues. BlueBird recommends short, medium or long term strategies as well as practical solutions to implement them. This service is built into BlueBird's "Red Pill" Report.

HIGH AND C-LEVEL INTRODUCTIONS

Some clients would like to reach C-level staff members in target organisations to secure or sponsor the project for their products. BlueBird provides a service that initiates and facilitates meetings to introduce personal contacts with our clients.



BlueBird will generally be present at these meetings, which could be had by telephone conference or face-to-face. Advice and guidance will be given prior to the introduction and a briefing document will be created before the meeting.

PROSPECT PROFILING

To enable our clients to fully understand a specific prospect, BlueBird provides a comprehensive assessment of a target organisation. This includes key contacts, business drivers, major projects and management structures to enable a client to sell to an organisation with a deep understanding of how and who to approach within the prospect.

HIGH AND C-LEVEL APPOINTMENTS

As part of a campaign BlueBird will set-up appointments with key staff members within an agreed target organisation. BlueBird does not however set-up appointments for appointments sake, as this wastes valuable resources with our own and our client's sales function. Appointments are set-up only after critical criteria are reached and it is necessary to progress the sale.

KEY PROSPECT TARGETS

When "must win" accounts are proving to be difficult to reach, BlueBird provides a highly targeted campaign solution to get you key appoints in the organisation.

