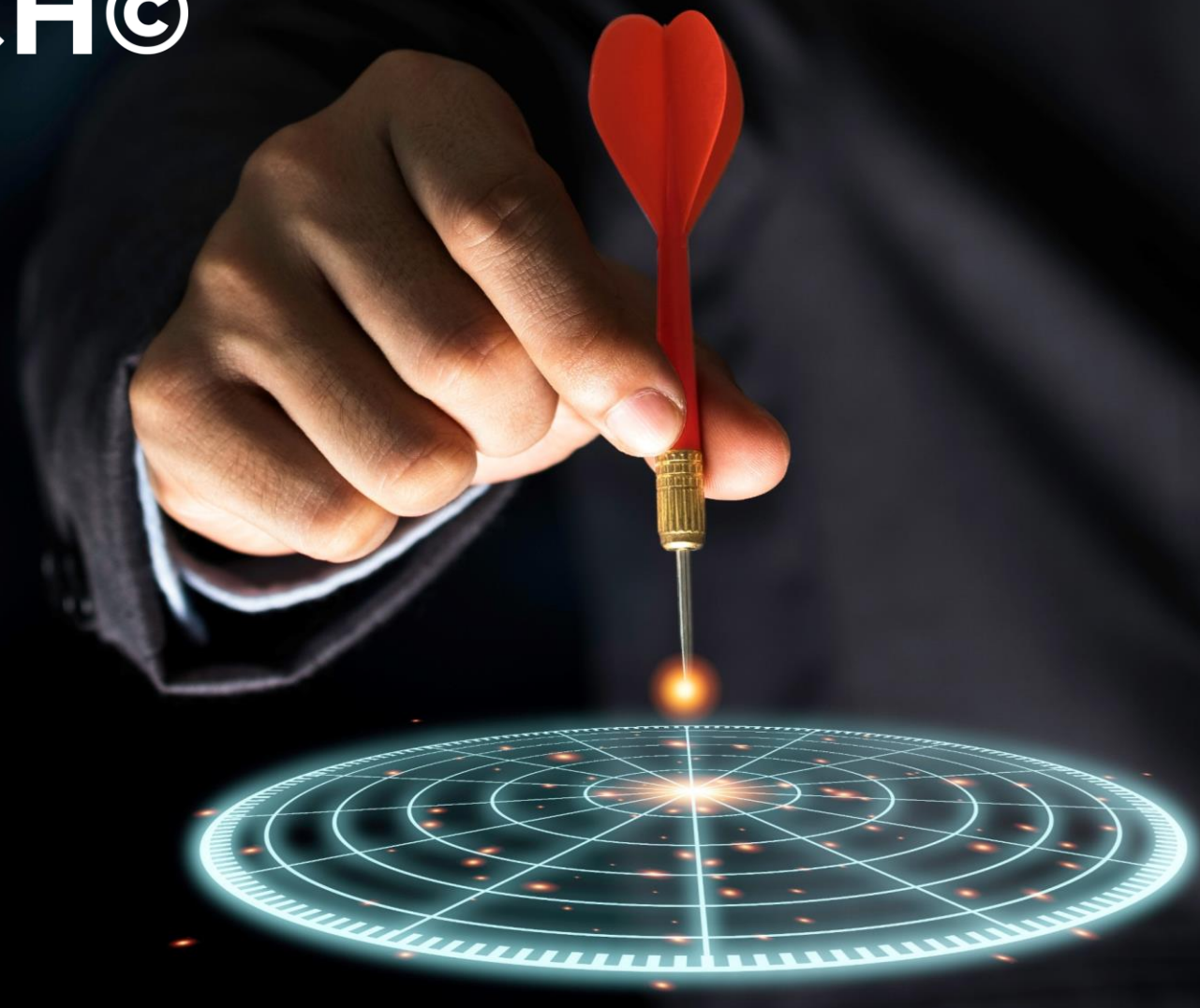




MARKETMATCH®

The Science For Growth



Focus on the clients and prospects that matter the most to your business.

MARKET MATCH® is a proprietary process for your sales, retention, and operations teams to focus on the clients and prospects that matter most to your business.

The methodology walks through a deep self-reflection of strengths and weaknesses - where you thrive as a business and where you just survive.

Our facilitators take you through the following steps:

1. IDEAL CLIENT CHARACTERIZATION:

- What are the characteristics of your Ideal Client?
- Industry, Geography, Size, Culture, Philosophy.
- Buying Behaviors, Complexity, Value vs. Price.

2. IDEAL CLIENT PROFILE:

- Who are the Ideal Clients likely to be?
- An ABC Company between \$X and \$Y revenue in the Z region of the United States, having a win-win partnership culture, believe in supporting local suppliers, and their decision-making process is lean.

3. IDEAL CLIENT TARGET LIST:

We then work with your team to identify actual Clients that fit that profile, and the second phase is to identify look-a-likes to build out and grow your Ideal Client List.

4. STAR PAGE:

As a result of the process, we'll help you distill your value proposition into a STAR PAGE - a one page (two-page max) summary of the most important things that mean the most to your Ideal Clients.



I. IDEAL CLIENT CHARACTERIZATION

Industry, philosophy, culture, complexity.



II. IDEAL CLIENT PROFILE

Sector, markets, geography, size, readiness to buy.



III. IDEAL CLIENT LIST

Highly qualified Ideal Client List. Quality not Quantity.



IV. STAR PAGE

A distilled version of your value proposition, on one page.

The **MARKETMATCH®** process is focused on the following fundamentals:

- Understanding in what relationships you succeed (or fail)
- Profiling those relationships
- Build a quality (not quantity) list of target opportunities

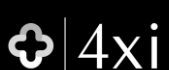
This will help focus your growth team on prospects with better chances of conversion, AND a greater likelihood of success.

- 4 X 1-hour virtual sessions with pre-prep and follow up.

DELIVERABLES:

- MarketMatch® Report memorializing findings
 - Ideal Client Characterization
 - Ideal Client Profile
- STAR Page, proposition on a page
- Ideal Client Target List (20)

INVESTMENT: \$7,500



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