



# 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:

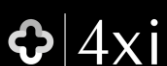
- Understanding in what relationships you succeed (or fail)
- Profiling those relationships
- Build a quality (not quantity) list of target opportunities

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)



#### CONNECT WITH US TO LEARN MORE

w: [www.4xiconsulting.com](http://www.4xiconsulting.com)

e: [hello@4xiconsulting.com](mailto:hello@4xiconsulting.com)