



**4-Steps
to sales
success**



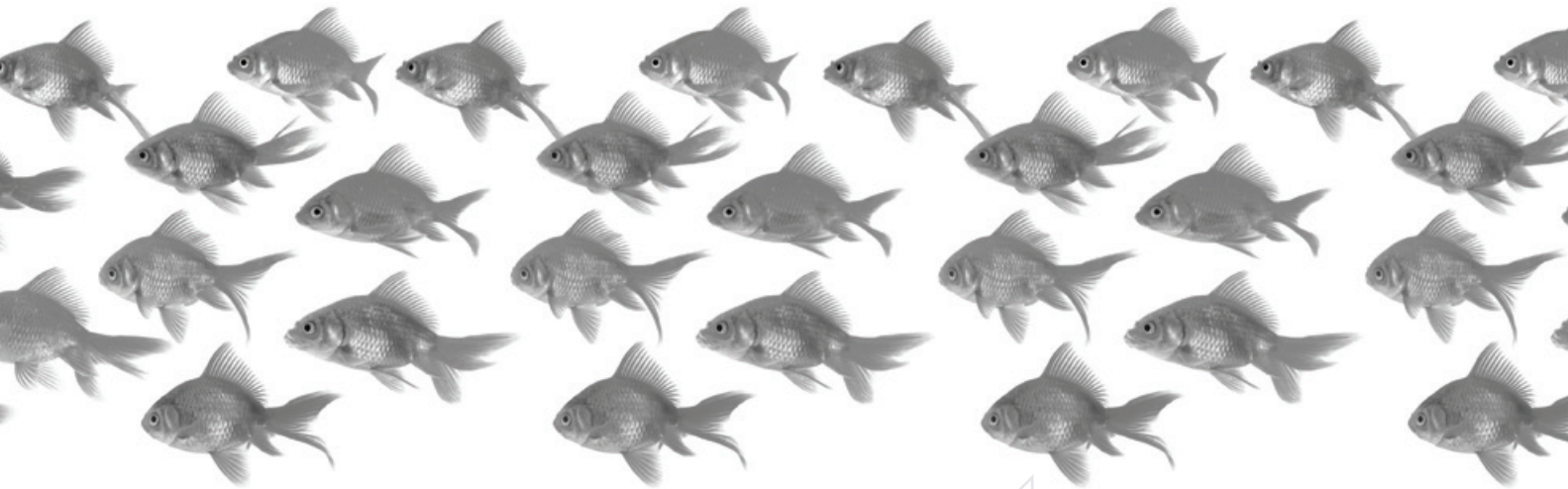
maXmark
Maximum Marketing

Step 1 | Building a Strategy

Together with you, we will gain a better understanding of your products and determine the potential in the target markets by:

- Understanding your target market - Products, prices, distribution methods, competitors and their advantages / weaknesses
- Finding out what the customer in your target market is really looking for
- Evaluating your advantages over your competitors
- Pinpointing ways to differentiate you from the market leaders as well as from companies like yourselves

Upon completion of Step 1, you will have a detailed marketing strategy plan including what steps are needed to position yourself for success.



Step 2 | Giving Your Image a "Facelift"

maXmark's design team will improve your company and product image to support your sales effort:

- Perform a "facelift" to the company image for effective appeal in the target market
- Implement a product facelift – product image, logos, slogans, packaging
- Improve technical and promotional literature, catalogs
- Re-energize the company website
- Prepare sales training materials and presentations

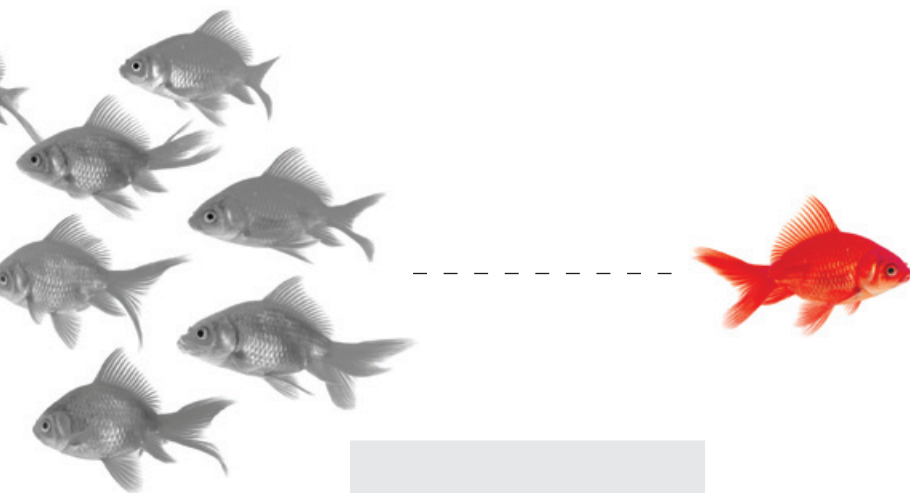
Upon completion of Step 2, you will have a new, fresh image that will appeal to the target market.

Step 3 | Building a Winning Sales Team

maXmark's international sales specialists will work with you to build a new team or upgrade an existing one to carry out your new sales strategy:

- Locate and recruit sales channel partners, reps, distributors, agents
- Implement logistics and distribution arrangements
- Determine pricing strategy
- Coordinate product and sales training

Upon completion of Step 3, you will have an **excited sales team equipped with sales tools, ready to go, and a logistics infrastructure to support them.**



Step 4 | “Going to Battle”

With your sales teams now on the road, maXmark will continue to support you to:

- Devise and carry-out focused marketing campaigns
- Implement and monitor sales promotions
- Provide continuous Marcom (marketing and communications) support (press releases, magazine ads, articles, presentations, translations)
- Maintain and improve your website
- Support sales meetings and important customer presentations
- Plan and carry out exhibitions

The result of this step is an **effective, consistent, and ongoing marketing effort as you gain market share and industry respect.**

About Us

maXmark has over 20 years of experience helping local and multi-national industrial companies sell their products to European, North American, and Far East markets. The **maXmark** team includes native English speakers from North America with vast experience in international marketing and sales. With its unique approach, **maXmark** specializes in adapting its clients' image and activities to different business cultures and target markets.

The maXmark team consists of:

- International marketing and sales experts
- Dedicated customer project managers
- Branding team
- Design team
- Logistic team
- Global service partners (exhibition builders, event organizers)
- Technical and marketing writers
- Photographers, 3D-visual and video production



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