



2006 ONDEMAND RATES

ThreeStone Group (3SG) provides a wide range of on-demand sales and marketing communications services for emerging start-up companies, small-medium businesses, and established corporations. Our pay-as-you-go service delivery model allows companies to pay for *exactly* what is needed, and when.

Our current rates are divided into two primary categories – executive management and regular on-demand services. Overall project scope may require one **3SG** individual to perform a combination of executive management and regular services charged at a blended hourly rate.

For more information, please contact us anytime info@threestonegroup.com

OnDemand Executive Sales and Marketing Communications Management						
<u>Description</u>	<u>Rate/Hour</u>	<u>Week Hours</u>	<u>Month Hours</u>	<u>Month Total</u>	<u>Term (Months)</u>	<u>Term Total</u>
Executive	\$150	10	40	\$6,000	1	\$6,000
Executive 3M	\$125	10	40	\$5,000	3	\$15,000
Executive 6M	\$100	10	40	\$4,000	6	\$24,000
Executive 12M	\$75	10	40	\$3,000	12	\$36,000

Creation of formal outbound marketing program to identify, develop, qualify & close sales leads
 Individual or multiple sales territory management Needs-based marketing communications working plan & budget preparation Sales & Marcomm business plan development Market Position Analysis (MPA) Tactical sales & prospect development training Coordination and leverage of existing marcomm resources Team performance tracking and accountability Optimization of existing marcomm technology foundation, or recommendation for new direction Change management Creation of standard proposal templates Sales Program Audit & Plan Development Sales Technology Optimization OnDemand Sales Account Executive – C-level contact & value vision match OnDemand Major Accounts Executive – critical & sensitive customer relationships

Please Note

Hours and terms are examples and will vary by client - Rates subject to change at anytime - Estimates do not include applicable sales tax or additional out-of-pocket expenses such as travel, office supply, marketing costs, communications, etc. - Any questions, please contact us at info@threestonegroup.com or call 716.316.6364 anytime. Thank you.

OnDemand Sales Business Development Services

Description	Rate/Hour	Week Hours	Month Hours	Month Total	Term (Months)	Term Total
Services	\$100	10	40	\$4,000	1	\$4,000
Services 3M	\$80	10	40	\$3,200	3	\$9,600
Services 6M	\$60	10	40	\$2,400	6	\$14,400
Services 12M	\$40	10	40	\$1,600	12	\$19,200

■ **Qualified Lead Generation** - Telemarketing, lead generation & appointment setting

■ **eCommerce** - Website design or re-design ■ Online retail program development ■ Product images & catalog setup – shopping cart setup & installed ■ Shipping & sales tax calculations ■ Automatic customer & sales notification emails ■ Customer loyalty programs, shoppers clubs, online coupon auction

■ **Relationship Management** - ■ Internal Corporate Relations – Interdepartmental, cross-office, factory floor ■ External Corporate Relations – General public, media, investors ■ New business development initiatives

■ **Technology** - ■ Contact data cleansing ■ Database design & table schema ■ Datawarehousing multiple disparate sources ■ Collaboration & Knowledge Management

OnDemand Marketing Communications Services

Description	Rate/Hour	Week Hours	Month Hours	Month Total	Term (Months)	Term Total
Services	\$100	10	40	\$4,000	1	\$4,000
Services 3M	\$80	10	40	\$3,200	3	\$9,600
Services 6M	\$60	10	40	\$2,400	6	\$14,400
Services 12M	\$40	10	40	\$1,600	12	\$19,200

■ **Brand & Identity Management** - Website, collateral, logos, style sheets, letterhead ■ Internet keyword submission & search engine optimization (SEO) ■ Formal online & offline advertising strategy development

■ **Public & Media Communications** - Establish and maintain relationships with identified media contacts ■ Press Release development, pitch & distribution on newswires ■ Media push and message alignment for specific case studies, white papers, & other current work ■ Research & definition of strategically important industry network associations and trade groups. ■ Creation of community involvement initiatives ■ Identify & secure speaking engagements

■ **Campaign Development & Management** - List acquisition & management ■ Events Calendar – product tours, industry tradeshows, executive seminars & webinars, speaking engagements ■ Email, Mail Campaign & Budget Development ■ Regulatory Compliance



www.threestonegroup.com

Please Note

Page 2 of 2

Hours and terms are examples and will vary by client - Rates subject to change at anytime - Estimates do not include applicable sales tax or additional out-of-pocket expenses such as travel, office supply, marketing costs, communications, etc. - Any questions, please contact us at info@threestonegroup.com or call 716.316.6364 anytime. Thank you.