

Innovative Communication Solutions PBFA Strategic Marketing/Sales Model A Multi-Channel Marketing Strategy Creating Synergy

Target Market: Trucking Industry
Target Prospects: CMO's, Sales and Marketing VP's. HR VP's

PAIN	BENEFIT	FEATURE	ADVANTAGE
Prospects and company's deepest concerns, needs, wants and desires in sustaining and growing a business	The "what if"...describes ways our company's products and services reduce pain and satisfy needs (decreased costs, increased profits, enhanced operations, better market positioning, handling competitors, happier workforce).	What is it? The characteristics of our company's products and services that deliver benefits and reduce pain.	How a company positively changes as the result of the impact of benefits and features on customer pains
PAIN	BENEFIT	FEATURE	ADVANTAGE
Our company's trucker's are rapidly leaving the company because our scheduling system frequently keeps them on the road away from their families overnight. We need a way to better schedule routing to minimize time away from our truckers' homes. But we also must sustain high market penetration.	Routing.com, a web-based trucking scheduling tool reduces routing errors and can improve your trucker's routing schedules by 25% or more, keep them in their home turf more often. Not only that, our software's flexibility gives your truckers greater control over the days they must leave home turf. Studies show a 50% increase in employee satisfaction using our solution, as well as a 20% market penetration increase.	Our new wireless routing device, connected to your scheduling servers or hosted on ours, can be used anywhere in the U.S. and provides real-time updating of trucker locations and personal preferences. That, in turn, better positions your driver's in those markets you've identified for higher market penetration.	As a result of implementing our solution, you can deploy your truckers nationwide, both satisfying the company's need for expansion into new states, while maintaining higher morale among your truckers. This advantage will change your business.

Innovative Communication Solutions PBFA Strategic Marketing/Sales Model A Multi-Channel Marketing Strategy Creating Synergy

Selling high technology products and services in today's sophisticated business market requires a thorough understanding of a prospect's pain, benefits that specifically address each pain point, features that address identified that generate benefits and advantages-- how a prospect's business will profitably change as a result of a buying decision. The PBFA's four elements as a solution selling tool will help your telebusiness representatives communicate persuasively over the telephone. The model is also adaptable for marketing communications campaigns: your website, to start; then, advertising, news releases, trade shows, webinars, webcasts, blogs and podcasts.

Keep in mind that, in many cases, pains are shared across an enterprise, requiring you to tailor multiple PBFA's for each target decision-maker. Integrating your market research results into the model will increase its effectiveness across communication channels.

As your marketing messages built synergy, you create demand for your products and services, your sales representatives close faster reducing your sales cycle and sales and profits rise.

For further information, contact ICS.