



Featured Solutions

New Technology | SMA | Price, Package, Positioning

At DSXgroup, we look for emerging technologies and lucrative opportunities to apply them in innovative ways to drive engagement, conversion and customer acquisition to accelerate revenue and growth for our clients.



Featured Solutions NEW TECHNOLOGY | SMA | PRICE, PACKAGE, POSITIONING



At DSXgroup, we treat every client's business as our own and will represent your interests with passion, integrity, professionalism and unmatched energy.

We strive to level the playing field by empowering our clients with innovative solutions, services and strategic advice to give you a competitive advantage, increase your customer base and position your company for success.

At DSXgroup, our reputation is predicated on honesty and integrity. We only represent services and solutions that have been assessed, tested, measured and proven. Most importantly, we only represent and promote services and solutions that we believe in. They have to be right for us- to be right for you.

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|-------------------|-----------------------|--------------------|
| Social Marketing | Management | TouchBase-3PLM |
| Automation (SMA) | Consulting | Project Management |
| Interactive Video | Technology Innovation | Business Process |
| Engagement (IVE) | Business Development | Management (BPM) |
| IMPulse™ | Outsourcing (BDO) | |

About Us



DSXgroup, LLC is a Connecticut-based boutique Management & Technology Consultancy that partners with Private Equity Firms, Technology Solution Providers and Direct Selling companies.

We engage with executive management of top companies to create and evolve business growth opportunities from a true customer-centric perspective to maximize ROI, execution and business-driven results.

To accomplish your mission, DSXgroup leverages:

Domain expertise, thought leadership, creativity and technology innovation to execute go-to-market strategies that accelerate revenue, conversion and new customer acquisition.



NEW TECHNOLOGIES

Conversion



Leverage innovative technology to drive acquisition & conversion with Social Marketing Automation

DSXgroup executives have worked closely with many direct sales companies and organizations in various markets to design and implement effective lead generation, capture and conversion strategies.

We work with executive leadership to develop and implement innovative solutions and programs built on direct selling & e-communication best practices- specifically designed to drive recruitment, retention, conversion and

increased sales.

Consequently, we advise DS Companies in the evaluation, development and implementation of innovative lead generation and prospect capture solutions to ensure they are content-driven, conversion-focused and specifically designed to drive Call-to-Action 'Reactions'.

Technology Innovation & Social Media Solutions

Technology is generally referred to in three classes: Tools, Products and Solutions. Tools are useful but rarely correlate to ROI; Products are generally representative of various tools combined in a package that are also useful and nice to have but again, rarely correlate to ROI; Solutions are those that provide answers to questions, solve particular problems and are measured and defined by their impact on ROI.

Good solutions are also a catalyst for consolidation. They provide valuable opportunities for companies to consolidate disparate tools and products into a single core solution that is scalable, highly functional and ROI driven.

At DSXgroup, we make it our business to learn what solutions are out there or currently being developed that may have a positive impact on your business. We can introduce your company to new and innovative business-driven solutions or execute a formal vendor and systems selection process to evaluate and identify the best-fit technology solution based on your defined needs and requirements to drive recruitment, retention, conversion and increased sales.

Program Development & Integration

Additionally, we help you create and evolve socially-driven engagement marketing solutions from a true customer-centric perspective by leveraging industry best practices, technology innovation and aligning them with your key business drivers to maximize conversion.

However, technology alone cannot be deployed or implemented to drive desired results successfully without program integration. Program integration is the process of developing and aligning uniquely engineered programs layered transparently over implemented solutions to infuse four critical factors for driving success:

- 1). Adoption
- 2). Utilization
- 3). Dependency
- 4). Replicable Behaviors

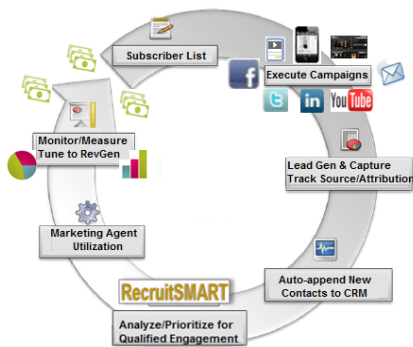


Technology Innovation & Social Media Solutions

DSXgroup continues to evolve traditional marketing principles and introduce innovative technologies and strategies like Social Marketing Automation, Geo-fencing, Location-based Marketing, Mobile & Social Fusion and Gamification to ensure direct selling companies' awareness regarding the potential application of relevant solutions to their business models that are engineered to drive: Engagement, Loyalty, Productivity and Results based on intuitive design, user experience & customer expectations.

While some companies are still focused on leveraging social media to build community; DSXgroup is helping clients leverage community to deliver a measurable positive impact on revenue, conversion and growth.

SOCIAL MARKETING AUTOMATION



Social Marketing Automation- It's less about what you have to do... and MORE about what you don't have to.

SMA Solutions combine the power of interactive video, digital media, social networking and advanced analytics to drive engagement, fuel sharing, increase conversion and improve productivity to accelerate sales and network growth.

We create and evolve socially-driven engagement marketing solutions from a true customer-centric perspective by leveraging industry best practices, technology innovation and aligning them with key business drivers of our clients to maximize conversion.

SMA Solutions are specifically engineered to increase productivity and network growth by automating lead generation and capture of qualified prospects from anywhere in the social media universe that have high probability of conversion.

RecruitSMART™, our core methodology, integrates results oriented Programs with Social eMedia Tools uniquely coordinated in the Social Marketing Automation™ Suite to drive automated lead generation and actionable reporting from qualified prospects.

NEW MARKET ENTRY

Price, Packaging & Positioning | Creating a Market in the Direct Sales Channel



Developing a market within the DS industry is an endeavor unlike any other.

Relationships are everything and honesty, integrity and client-centric UVPs are critical attributes for engaging leading companies in the business development process.



DSXgroup executives have deep experience and expertise in creating the right balance of Price, Packaging and Positioning for technology solution providers.

By working together, we can assist you in deconstructing packaged solutions to create multiple offerings and entry points; package modular solutions to create value offerings and competitive positions; and develop pricing, incentive offers and margin preservation strategies uniquely designed to compete in the direct sales market.

We can help you navigate a path to a faster Time-to-Market and raise your probability of achieving success, market penetration and pipeline development by surgically focusing your business strategy and effectively leveraging our global network.

Building business and penetrating the \$120B Direct Selling Industry is exciting, rewarding and requires inside knowledge to succeed. We will assess your offerings from a client-centric market perspective and provide you with executable recommendations to improve alignment; price, package and positioning; competitive advantage; marketability and sale.

Our comprehensive assessments evaluate your offering with an emphasis on the following:

- 🚩 *Product, Packaging & Positioning*
- 🚩 *Sales & Marketing*
- 🚩 *Business Development & Account Expansion*
- 🚩 *UVP & Differentiating Characteristics*
- 🚩 *Competitive Landscape & SWOT Profile*
- 🚩 *Technology, Scalability, Functionality and Path of Evolution*
- 🚩 *Corporate Admin & User Experience*
- 🚩 *UI, intuitiveness and Ease of Use*
- 🚩 *Time-to-Market & Implementation Methodology*
- 🚩 *Client Account & Engagement Management Philosophy*
- 🚩 *SLAs and Customer Service Support*

We measure success by our level of achievement in accomplishing your goals and objectives. Our client-centric approach extends beyond the 'traditional' consulting model by providing hands-on assistance to clients in the integration of enhanced marketing capabilities and utilizing technology and innovation to build and sustain powerful engagement strategies.

DSXgroup builds executable strategies and business development processes upon a foundation of experience and understanding of key B-2-B markets and the critical necessities of our target clientele to empower your team with "Hit-the-Ground Running" market penetration tactics.



CLIENT ENGAGEMENT



We don't work with everyone. We only engage with companies we know will be proud examples of successful collaboration.

Let's be honest. All relationships are not created equal. Honesty, integrity, commitment and culture are all part of the chemistry that binds clients and partners. Successful engagements are built on mutual respect and trust.

Let's get to know each other. If the chemistry is there and we believe in your cause; we will marshal our resources, thought leadership, expertise and our network to meet your goals.

Client relationship management is at the heart of what we do.



Our reputation is predicated on creating trust and building long-term mutually rewarding relationships for the benefit, value and future success of our clients.

We work diligently to ensure our resources are dedicated to delivering a measurable positive impact to your bottom-line.

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