



# RK Fischer & Associates



# RK Fischer & Associates Overview

**1. Value Proposition / Goal**

**2. Understanding of Environment**

**3. Opportunity and Areas of Focus**

**4. RK Fischer Offerings**

**5. Partner Offerings**

**6. Background/Credentials**



# Value Proposition and Goal

## Value Proposition

To offer one stop business services for small and start-up entrepreneurial businesses which impart the customer with the tools, information, processes and support needed to fast track their venture to the next level of growth.

## Goal

To provide the process and infrastructure needed including any training of staff to be able to retain and maintain what is needed to move forward on their own.



# Value and Savings

- *Goal is to help you develop strategy and processes for your business in areas needed so that you/staff can implement yourselves without hiring expensive full time resources.*
  - ▲ *Get in and get out short term contracts unless further aid is required*
- *Expertise in several areas, so no need to hire a specialized consultant for many business issues*
  - ▲ *Aid in finding resources for any outside areas and will manage the process in order to ensure consistency of services provided*
    - *Partnerships with other firms*



# Value and Savings

- *Flexibility on pricing models in meeting your business needs and budget*
  - ▲ Hourly Short Term
  - ▲ Project Basis
  - ▲ Recurring Short Term or Long Term Basis



# Understanding the Small Business / Start-up Environment

- *Are fast paced environments where change must happen quickly*
- *Are limited in structure, so require employees to be self-starters*
- *Executives are hands-on key contributors versus just managing*
- *Have good products/ideas with key and loyal partnerships / customers*
- *Most sales have been direct and usually had executive/owner involvement*
- *Know they need marketing but product development and initial sales have been primary focus*
- *Have limited funds for marketing and sales programs, but need results*



# Opportunity and Areas of Focus for Growth

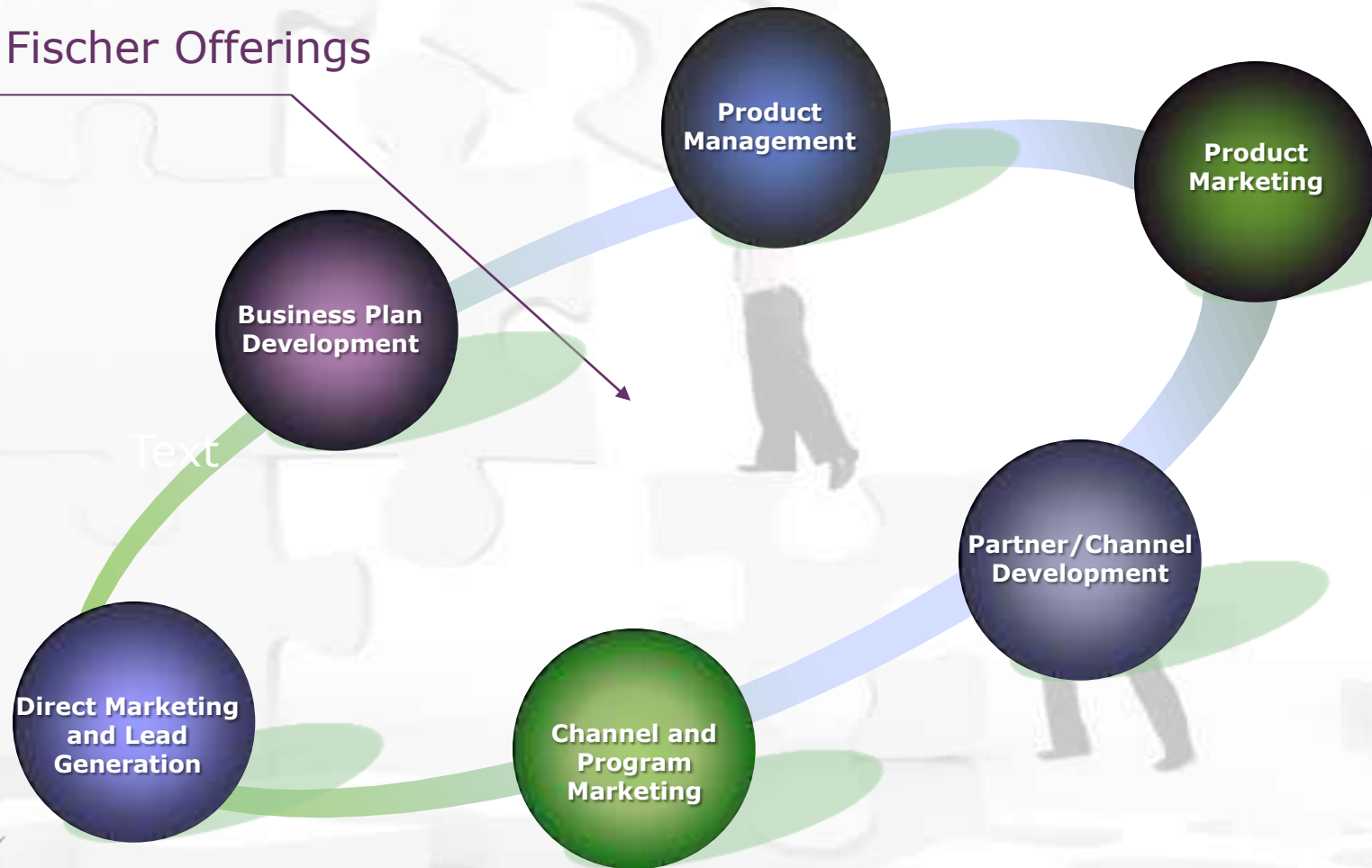
- *Having a tight business plan that can be articulated in order to gain further funding or acquisition/merger or growth internally utilizing balanced scorecard.*
- *Having a product plan and developed processes for rollout out of new products and new features to the market*
- *Looking at additional channels to market to help broaden your reach and choosing the ones that are right for your business*
- *Creating the right channel programs for early as possible for partners to keep them engaged*
- *Having a marketing plan that works for your business and market that fits your budgetary requirements*



# *RK Fischer Offerings*



## RK Fischer Offerings



# Business Plan Development

- *Aid in developing external business plan to aid in new or additional funding*
- *Review / Vetting of existing business plan*
- *Aid in developing internal business plan to aid in growing business and development of balanced scorecard*

# Product Management

- *Aid in developing processes and procedures for moving product from idea through the product development and into product marketing*
- *Aid in development of product management plan for product*



# Successful Development and Delivery - Product Management

- *What is the problem the product is trying to solve or need not being addressed in the market?*
- *What is your value proposition in the market?*
- *Need to understand what features are needed to meet the needs that aren't being addressed.*
- *What features and how to they compare to your competition?*
- *How to determine what is in each release?*
- *Testing and quality of the product in the market through Alpha and Beta testing*
- *Need to be able to articulate requirements from customers back into development*



# Product Marketing

- *Aid in developing processes and procedures for moving product from development to the customer.*
- *Aid in development of product marketing plan*

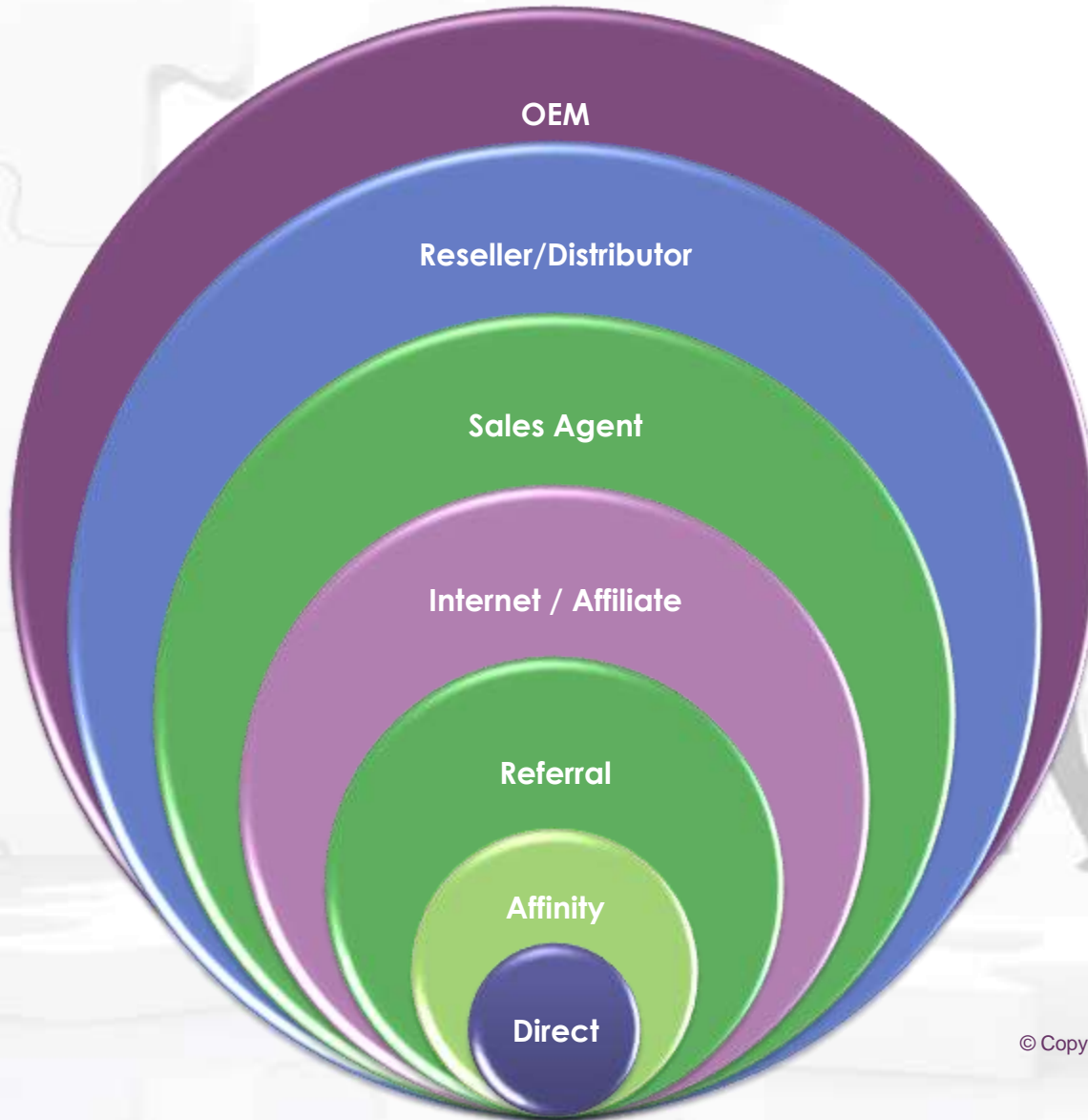
# Successful Marketing Product Marketing

- *Need to know your prospect target markets*
  - ▲ Even if horizontal, determine key verticals where successful to focus sales efforts in “repeat success”
- *Need to be able to articulate the Value Proposition for your products to your prospects/customers/partners*
  - ▲ Why buy this product and what value does it hold?
- *Make sure product is priced appropriately for market as well as customer and partners.*
- *Need to be able to articulate the Return on Investment*
- *Need to understand your competition and how you compare*
- *Need to understand market direction and anticipate what changes/enhancements need to occur*

# Partner / Channel Development

- *Aid in determining what are the right channels to develop based on your product and target market*
- *Aid in determining what are some of the right partnerships to develop based on your product and target market*
- *Aid in channel strategy and building the right sales force / skills for each channel*
- *Aid in recruitment of channels and partnerships*

# Multi-Channel Approach




# Multi-Channel Choosing the Right Channels

- *It is important for the manufacturer to choose the right channels based on their product, long term growth and geographical coverage model*
- *Before rolling out multiple channels, a strategy must be put in place to cover:*
  - ▲ Program outline for each channel including products sold, pricing, discounts, marketing programs, territory coverage, requirements of the channel
  - ▲ Contracts should exist for each external channel outlining expectations of both the partner and what the partner can expect from you the manufacturer
  - ▲ Processes and tracking mechanisms for programs and revenue for each channel
  - ▲ Channel Conflict Resolution

# Channel and Program Marketing

- *Aid in development of channel programs for channel partnerships*
- *Aid in developing sales and product programs for all channels to market*



# Need for Programs and Support Factors in Success

- *Programs and Support are key to the success of your sales channels*
    - ▲ Without Channel Programs loyalty and sales performance of external channels will not be recognized
  - *Important components of channel programs*
    - ▲ Sales Training
    - ▲ Product Training
    - ▲ Technical Support
    - ▲ Margins / Commissions
    - ▲ Sales support Materials
    - ▲ Demo Product / Access to Demonstrations
    - ▲ Market Development / Co-op
    - ▲ Return Policies
    - ▲ Sales and Product Promotions
    - ▲ Leads
    - ▲ Partner Councils
- 

# Direct Marketing and Lead Generation

- *Aid in development of direct marketing and lead generation programs to create leads and awareness in your target markets*
- *Aid in tracking success metrics of those programs and determine what programs are right for your business*
- *Aid with developing the process for follow-up and follow-thru of the leads generated through sales cycle*

# Successful Marketing Direct Marketing/ Lead Generation

- *Make sure you choose focused and targeted direct marketing and include a call to action*
- *Look at multiple options for your campaigns and choose the ones with the best return which is dependent on customer whether B2B or B2C*
  - ▲ *Ex: Print, Webinars, Web, Fax, Email, Mail, Voice, Catalog, Radio*
- *Make sure your messaging is clear*
- *Make sure you are able to track the results of the campaigns and determine success factors*



# Partnership Offerings



# Other Partnership Offerings

- *RK Fischer through partnerships with other associates is able to provide additional services to be able to provide one stop for your business services needs:*
  - ▲ Corporate Legal Services
  - ▲ Outsourced Software and Telecom Development
  - ▲ Project Management Services
  - ▲ Web and Graphic Design Services
  - ▲ Investor Relations and Public Relations
  - ▲ Recruitment of Sales and Technical Professionals



# Background/ Credentials

# Background/ Credentials



- *20 + years experience in Canadian business*
  - ▲ Executive and strategic management roles
  - ▲ Experience in start-up environments working for directly also working with in consulting capacity
    - Have worked through IPO and also worked with company on acquisition process
  - ▲ General management experience responsible for 8M dollar P&L and 41 employees
  - ▲ Developed several businesses channel strategy and channels to market
  - ▲ Experience in product marketing, product management, marketing, sales, channel development, and overall business strategy



View my  
LinkedIn® Profile



# *Making Business Simple*

