



IPM[®] Adoption Strategy



VANGUARD MARKETING
INTERNATIONAL INC.
Seeing What's Next. Being What's Next.®

By Vanguard Marketing International, Inc.

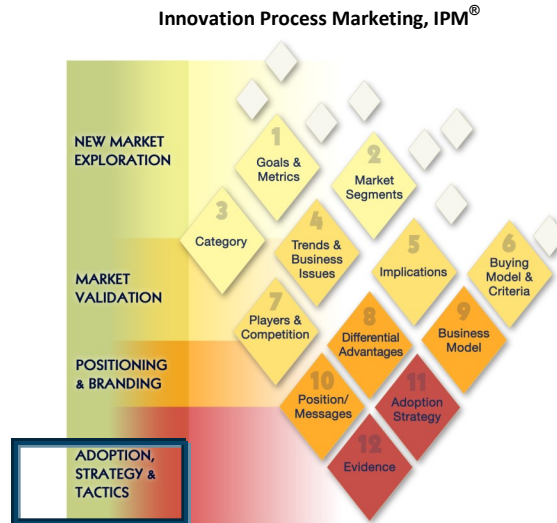


The Challenge:

How can we ensure a successful launch? What if we're the second or third to market?

What VMI does:

We deliver the critical path for rapid acceleration of awareness and adoption of your innovation, with the prime objective of shortening time-to-money, achieving higher margins and reaching the early market as quickly as possible.



The IPM Adoption Strategy is based on the fact that not all sales are equal. Customer segmentation is key to achieving the corporation's goals. The adoption rate of your innovation by the market closely tracks to your ability to gain acceptance by important early adopters/opinion leaders.

IPM's **Adoption Strategy** begins with the identification of

early adopters/opinion leaders who have a need for your solution. Once the need is fulfilled to their satisfaction, they will evangelize your solution. These are the people whose opinions are well regarded, who offer enthusiastic, word-of-mouth endorsements and provide the early stage evidence that influence their community to adopt your solution. By developing and utilizing programs focused on them, you can accelerate market awareness and adoption while lowering your cost of sales. The results of this strategy will enable your solution to achieve its potential in a shorter period of time, and reinforce your brand as vital and strategic. Ultimately, accelerating market acceptance is equivalent to shortening the time-to-money process. It's this cash that will enable the infusion of money back into your organization, including product development that will spur growth and take your company or business unit from being a niche player into becoming the mainstream authority. And it is this kind of performance that the financial community values, leading to the greatest reward: To control and dominate your market.

VMI Results:

The first to enter a new market with an innovation gets two times the market share of the next entrant! VMI delivers an actionable plan for utilizing opinion leaders and launching your innovation. We also further refine the positioning messages with **evidence** that will substantiate the messages and make them compelling and highly targeted to capture prospects.

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IPM Adoption Strategy Projected Timeline

↓ Start here after conducting IPM Positioning



Formulate the Adoption Strategy

- Develop and validate ideas for adoption with top opinion leaders; assess what tools and programs they need to advocate your innovation to their community
- Outline sales plan that provides incentives for identifying and supporting all opinion leaders
- Outline implementation strategy among opinion leaders, which captures and documents evidence of the benefits and advantages of your solutions from their perspectives
- Outline evidence integration plan
- **Periodically review findings, feedback and recommendations with team**

Review and Present Findings

- Recommend any changes to the sales model
- **Present adoption plan to team**





Adoption Strategy

Challenge: What should we do about the launch? How can we hit the ground running? How can we dominate our markets without driving up our costs?

We focus on the market's top opinion leaders... seeking their insights, advice, and support. These endorsements are critical and can make or break your company's success

Direct Sales Force

- Identifying, profiling and prioritizing opinion leaders and their communities
- Soliciting active support and insights of opinion leaders
- Implementing programs to leverage opinion leaders throughout their communities

Technology Enable Sales

- Social Media, Facebook, Twitter, Linked-In, Blogs
- Apps-Stores, E-Commerce
- Website and Search Engines
- Telesales, Teleconferences
- Speaker Programs, Conferences
- Location-based Trial

