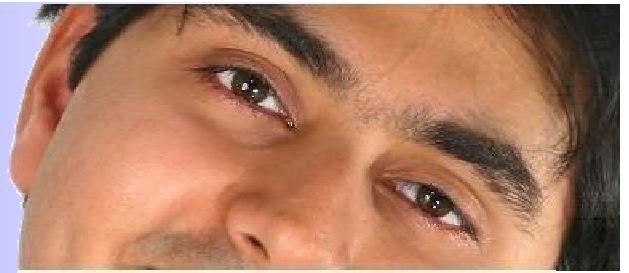


“Engineer-to-engineer relationships are critical to acquiring new OEM customers for our custom manufacturing services.”



Minimize selling time and expense for custom manufacturing services

Marketing optimization helps manufacturers identify OEMs in the most opportunistic stage of their buying process.

The sales cycle for custom manufacturing services can be long and arduous. This is because it aligns with a buying process that is usually engineering-driven, involving several stages of application development with varying timeframes.

For example, an application in the concept stage may be years from production. An application in the design and prototype stage may be months from production. And an application in the quote-to-print stage may be just weeks from production.

If you provide value-added engineering services to your customers, your goal is to generate leads that are at the beginning of the design and prototype stage. However, today, most leads for custom manufacturing services are captured in the early concept stage while OEM engineers are online researching potential solutions. These concept stage leads are usually handed-off to sales engineers without further qualification. With monthly quotas to meet and little time for long-term relationship building, these potential opportunities fall through the cracks.

But what if you could easily cultivate relationships with OEM engineers and buyers, and do it in a way that allowed these prospects to qualify themselves and tell you when they are in the most opportunistic stage of their buying process – *before* handing them off to sales? The result would be a higher conversion rate and a substantial reduction in your sales cycle.

Optimization by Ascend2 is a consulting engagement to streamline and automate these marketing processes, and help you acquire OEM customers for your custom manufacturing services faster and more efficiently. It is the first and most effective step you can take toward improving sales productivity and achieving more profitable growth. Contact Ascend2 to learn more about *Optimization*.



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