

Tools to Generate an ROI (Return-On-Investment)

Business and Relationship Development Programs

Business and Relationship Development Programs are designed to increase bottom line profitability while successfully growing an organizations customer base. Business Development Programs also play a part in expanding and modernizing the business. TCG not only strives to support the Business Development success of large corporations but also has designed programs befitting to small and medium-sized enterprises and Non- Profit organizations.

Our programs offer access to understanding Business Development Processes. The program is fully integrated with detailed information on how to grow efforts in Marketing, Sales, Support and Relationship Development.

TCG's Business Development process, builds highly proprietary programs that optimize and execute and organizations go-to-market strategies.

Factors to consider when implementing a Business Development Strategy:

- Changes in the market conditions
- Identifying the appropriate target market and/or audience
- Customer and supplier activity and feedback
- Ongoing evaluation of ideas and strategies
- The results of ongoing market research
- Feasibility analysis – evaluate business strategies and identify pitfalls.
- Plan of action – guide for development and growth
Sales Strategy and Tools used
- Communications tool for employees and strategic partners
- A measurement tool used to strategically plan and monitor business growth

Strategic Creative Marketing Plans and Programs

TCG's zealous approach to creating effective strategic marketing plans for our customers is evident in the quality, output and execution of those plans. Our process integrates TCG's marketing team who have diverse skill sets in overall strategy implementation, traditional and digital communications. Our staff assists customers with creating plans that engages social media and more. Our approach examines real life experiences as well as customer successes and failures with previous endeavors. This helps the customer gain insight from lessons learned while comfortably maturing into new solutions.

We first strive to understand....

What Strategy will best suit the enterprise's needs:

Once the best direction for the enterprise is identified, the next step is to choose a strategy that will penetrate the enterprises target market.

Key Strategies....

A COST LEADERSHIP STRATEGY allows an enterprise to produce and market a good quality product or service at a lower cost than its competitors. Sam Walton had it

all figured out with his “Every Day Low Prices” message for **Walmart**. Walmart has successfully earned its place as one of the leading retailers in the world and is known for its “Every Day Low Prices” which Walmart has used to take a cost leadership position in the retail market place.

A DIFFERENTIATION STRATEGY is one of creating a product, entity, individual or service that is perceived as being unique "throughout its identified market or industry". The emphasis can be a brand, image, persona, proprietary technology, special features, superior service, a strong distributor network or other aspects that might be specific or stand out. This technique is often used in **Political Campaign Strategies**. Often-times candidates will attempt to make clear differentiation amongst themselves by way of the use of their platform, party affiliation and background.

A FOCUS STRATEGY may be the most savvy of the above strategies, in that it is a more 'intense and/or pointed ' form of either the cost leadership or differentiation strategy. Commonly used in many commercials or advertising in order to relay a message quickly in a 60 second ad to the appropriate demographic and/or audience.

Microsoft Lync and Cisco Web Ex implement both of these strategies as they look to compete against each other in the growing web conferencing space. Although you can accomplish similar tasks with their web conferencing tool they offer very different levels and flavors of service and are cost competitive. Similar strategies are also used by **Apple, Android, Samsung and Microsoft**. Although smart device functionality is operating system specific, each brand has taken its own unique approach in establishing its footprint with their target market.

Marvel Entertainment's youth and young adult focus strategy has been in place for decades and it all began with a comic book. However, in recent years fascination with superheroes has emerged with an influx in adult consumers for their products. By itself, Marvel's *The Avengers* broke all kinds of movie-premiere records and grossed more than a billion dollars in 2012. Successful sports apparel retailer **Under Armour's** cross-promotion with Marvel by offering apparel that features some of the more notable characters is another example of a focus strategy. For Marvel's 2014 movie *Captain America: The Winter Soldier*, Under Armour designed fully functional workout gear with Captain America's signature logo. Both company's have invested in the same target markets.

Corporate Identity Programs

The theory and process behind Corporate Identity evolved centuries ago. Common within the private sector, however increasingly these programs are being adopted within the public sector as well.

It is true that corporations strive to produce and deliver high-quality products and services; however, having a strong embracing image in the eyes of its customer base is important. Corporations on the cutting edge often strive to not only achieve a positive image but to lower costs while gaining higher market share as well as decrease product liability costs. Corporations gain many competitive advantages in the marketplace by

having a positive image. Most of all they are in a good position to contribute to their bottom line and gain market share.

TCG adds value to corporate identity by creating cost effective long-term programs that will enhance organizational growth by capturing and relaying a company's unique characteristics in a memorable manner. TCG thrives in message generation in order for companies to gain positive recognition within the public psyche.

Training Programs

TCG believes in investing in our customers' long term through customer education and training programs. Our programs consist of the development of train- the- trainer as well as training for customer outreach programs including issue advocacy. We further provide training and customer education for organizational enrichment, business development, human capital management and technology transfer. These include one-off classes, multi-session courses, self-guided web or video tutorials and mentoring.