

# Profit From Special Markets

Does your organization have a product or travel service perfect for the fast growing motivation business, which includes incentive, recognition, corporate gifts, and the motivational event markets? In other words, has a corporate customer ever contacted you for merchandise or your travel service for use in a marketing, incentive, recognition, or gift program?

Whether your company provides consumer products, gift cards, or travel, the corporate market can provide a highly profitable adjunct to your consumer business. Let Selling Communications Inc. help you determine whether or not the corporate market makes sense for your organization and determine the most efficient, measurable way to achieve reasonable goals.

Selling Communications has had years of success assisting consumer products and travel suppliers with business development strategies to capitalize on the corporate market. Our expertise will help you avoid costly pitfalls encountered by many organizations who thought that the corporate market would be just like retail but found out, to their detriment, otherwise.

## Corporate Market Benefits

- Incremental revenues and profits
- Incremental marketing exposure at no cost
- Diversification from retail with little investment required
- Minimal additional infrastructure

## Who Can Profit

- Branded and unbranded consumer products
- Airlines, destinations, hotels, attractions, event planners

## Measurable Services

SCI provides three basic consulting services with measurable results:

**Market Opportunity Analysis:** to make sure your product and service fits with the corporate marketplace in a win-win fashion for your company and its potential clients.

**Strategic Business Plan:** a specific strategy designed to maximize your potential by clearly identifying your unique selling benefits, potential market segments,



most appropriate distribution channel configuration, and implementation model, etc.

**Management Recruitment:** because of SCI's depth of experience and long-standing relationships in the market, it can help with targeted recruitment efforts when you need to staff a corporate market initiative.

All three services have clear results measures to determine the ROI of your investment.

## No Axe to Grind

Since SCI does not sell on behalf of any incentive or motivational event service, it provides complete zero-based objectivity, including, when necessary, the recommendation that your product or service may not fit with the needs of the corporate market, or some other reason why you should stay away or minimize your investment.

## Deliverables

- An objective **Market Opportunity Assessment** along with sales potential estimate;
- A zero-based **Strategic Business Development Plan** to maximize the efficiency and impact of your marketplace entry or repositioning;
- The people to make it happen.

Learn more about what Selling Communications can do for your organization. Contact your SCI Account Representative, Jim Kilmetis, by e-mail at [jkilmetis@sellingcommunications.com](mailto:jkilmetis@sellingcommunications.com), or by telephone at 914-591-7600, ext. 229.

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**Making Sense of Corporate Markets**

While American corporations spend an estimated \$46 billion on merchandise, travel, and gift cards for corporate rewards, recognition, communication, and training, this market does not fit with every organization's objectives. Many of the biggest names in consumer products have significant corporate divisions (often called Special Markets), and the business is experiencing significant growth on multiple fronts, but the corporate market requires a variety of services that differ from those of traditional retail customers. These can include product continuity, drop-shipping, and customization, and, for travel suppliers, an attention to service usually reserved for frequent business travelers and an understanding of how to make events motivational. To make matters more complicated, corporations use products or travel as part of marketing or management programs that could take a year to unfold before the actual products or travel get delivered.

**Sorting Through Multiple Go-to-Market Options**

If you determine that the corporate market makes sense, you must determine the best strategy. This process includes: clarifying your unique selling benefits, your specific market segment opportunities and audiences, the most appropriate distribution channel, the most targeted and measurable sales and marketing process, and the associations, trade shows, and industry resources suited to your needs and market positioning. Just a small investment in strategic planning can save your organization potentially hundreds of thousands of dollars or more in learning curves and provide much more measurable results than typical budget-based planning. SCI will help you select the right solution based on your products, services, unique selling benefits, and appropriate investment level, and even help you find a management team.

**The Process**

Our implementation process depends upon the consulting service you need. You can use one service or the other, or combine them to save money.

The **Market Opportunity Analysis** involves an in-person meeting with chief management in your organization to determine: overall organizational objectives, past experience in special markets, logistics objectives, sales and marketing resources, other marketing practices. Following the meeting, SCI matches the findings of the meeting against a matrix of corporate market requirements to make sure you have a mutual fit. The other part of this process involves analyzing your product line against the current marketplace to determine a realistic market potential—expressed as a percentage of your overall sales. The outcome may be a determination that this market does not make sense for your company.

The **Strategic Business Development Plan** involves the same above meeting, but with the specific goal of developing the most efficient, measurable way to penetrate the market with an investment appropriate to the potential as well as available resources. The outcome is a thorough report and specific recommended plan with time-line and appropriate sales forecast.

**Who We Are**

SCI's founders Bruce Bolger and Jim Kilmetis have worked with Special Markets departments since the mid 1980s and have experience with hundreds of suppliers and marketing initiatives in the field. Our organization's experience with what works and what doesn't—and our connection to the pulse of the marketplace—saves clients time and money. The principals have personally assisted with many of the industry's major research and corporate outreach efforts over the years, including the Incentive Performance Center and the Forum for People Performance Management and Measurement in the Medill School of Integrated Marketing Communications at Northwestern University.

