

HOW ANITA SPEC EXCEEDED EXPECTATIONS





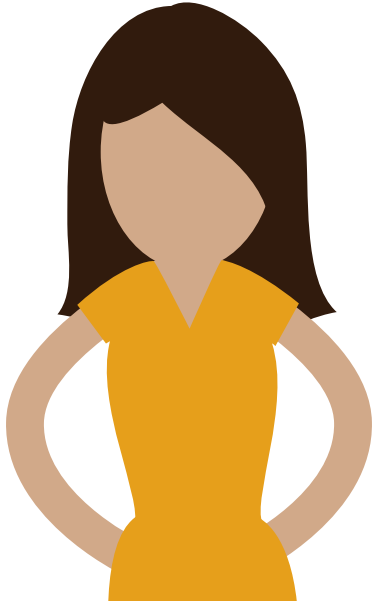
Meet Anita Spec.

Anita is a successful executive at
a building products manufacturer.



Anita's company makes great products. But, she wishes more architects, engineers, owners, and contractors knew about them.

Anita subscribes to project news services. They have great data. She can see tons of projects and opportunity.



Projects



Opportunities



Decision Makers





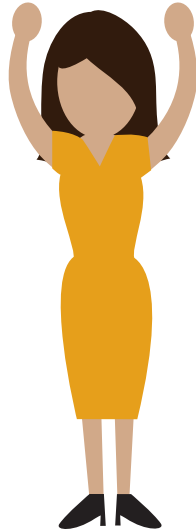
Projects



Opportunities



Decision Makers



- She just can't reach them.

- She doesn't have enough sales reps.

- She doesn't have the tools
and resources.

- She doesn't have the time.



Anita has
three choices:



Keep doing what she's doing.



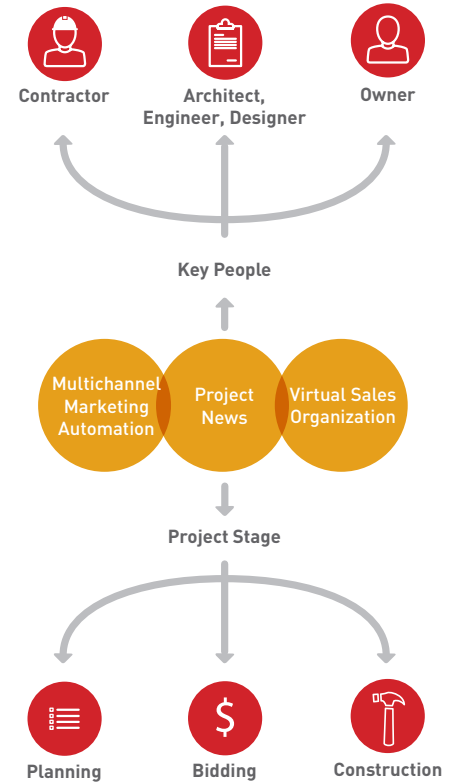
Hire a lot more sales reps.

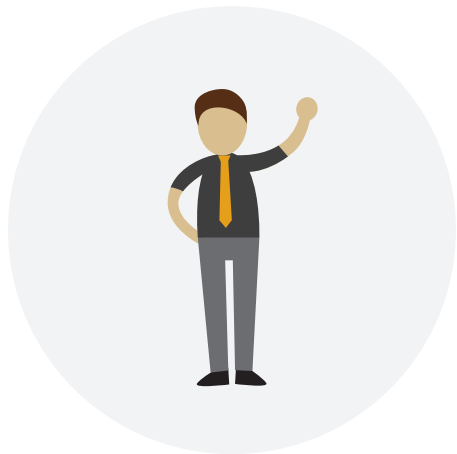


Find a better way.

THERE IS A
BETTER WAY!


SPECREACH

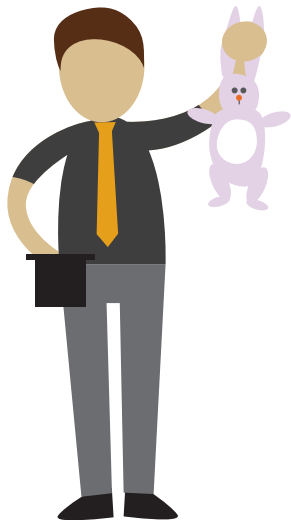





Meet C. Pete Reach and the MMC SpecReach team. Pete is an expert in sales optimization.

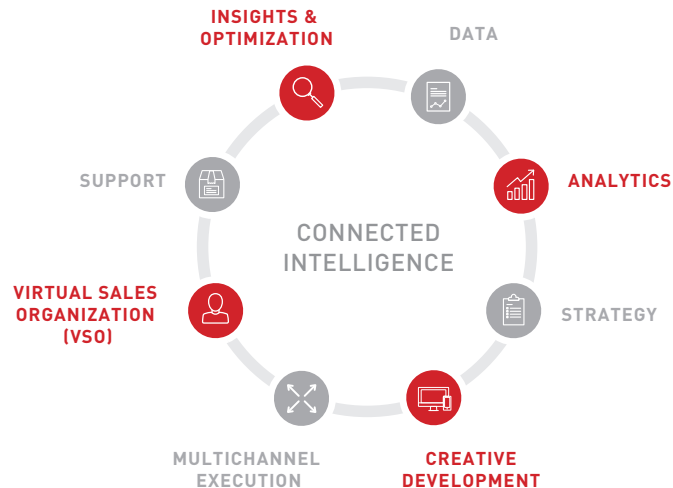
He helps clients like Anita with:

- Extending their sales reach
- Lowering their overall cost of sales
- Increasing their spec rate and holding more specifications.



How does Pete do it?!

(He's not a magician)



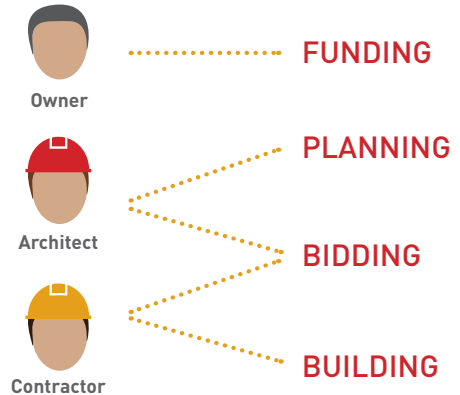
Pete uses MMC's SpecReach and
Connected Intelligence Model.

DATA



Pete works with project news data feeds all the time. He can map them to tools to make them easier to use, and more effective.

ANALYTICS & SEGMENTATION



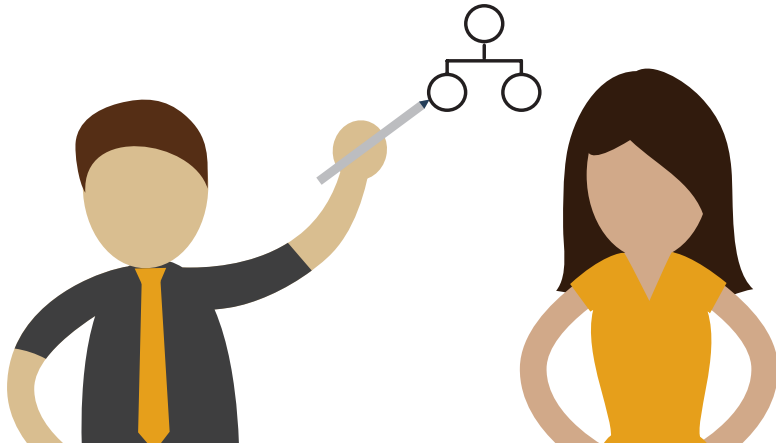
He segments raw data into planned campaign tracks where messages can vary by decision maker and stage.

STRATEGY

Pete builds a plan.

How many times does he
contact each customer?

Which channels of communication
will work best?

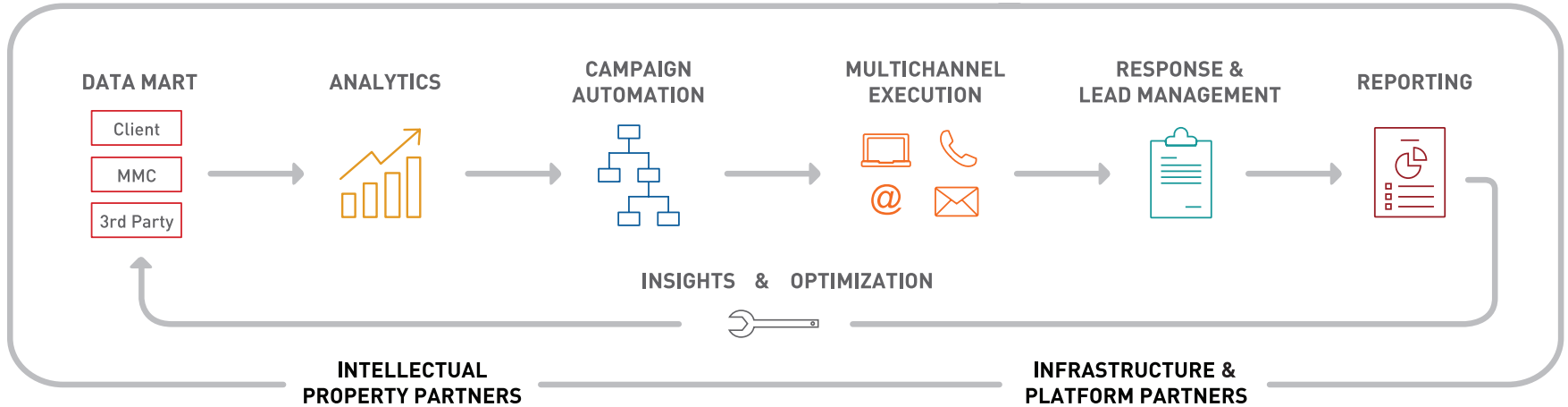


CREATIVE



Anita already had great brand assets.
Pete helped turn them into voice,
direct mail, email, digital, and
video campaigns.

MULTICHANNEL EXECUTION



Pete already has the people and one integrated system to execute campaigns.

This is good, because Anita doesn't really care about tactics. She cares about outcomes. And, she doesn't want just software.

VIRTUAL SALES ORGANIZATION

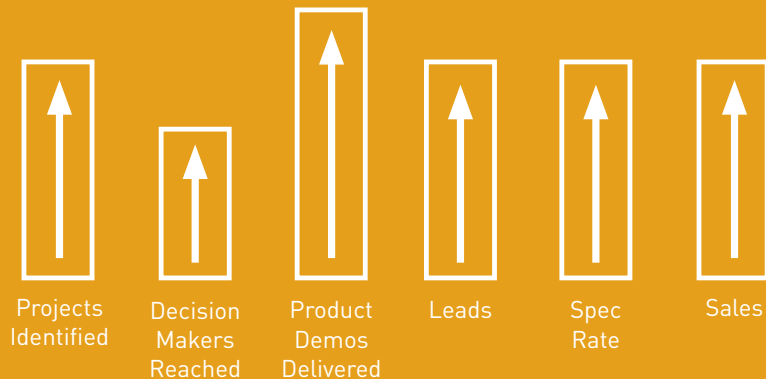


Building Products University

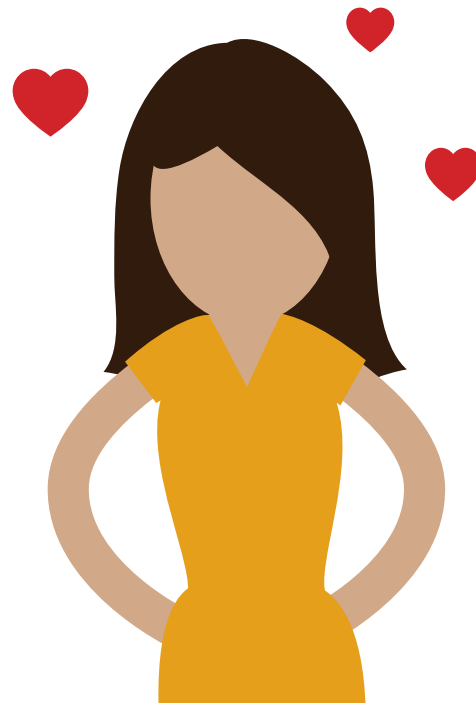
Pete even has a team of certified sales pros who can represent Anita's brand the same way she would.

INSIGHTS AND OPTIMIZATION

Pete measures everything he does. He constantly improves and optimizes.



Anita likes the insights and loves the results.





With Pete Reach on her team,
Anita is reaching and exceeding
her sales goals!

Do you need to grow?

Do you need to sell more?

We'd love to help!



Interested in Anita's other stories?

www.mmcweb.com/anita

**TO LEARN HOW
MMC CAN HELP YOU,
CONTACT US TODAY.**

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