

Foundation Strategy Document

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Introduction

The purpose of this document is to lay out the core objectives and positioning that will guide decisions regarding marketing of your company in the near future. The document is based on a series of four meetings (two preliminary, one focused brainstorming meeting, one review meeting) between Visible Shops consultants and the client's project managers.

Mission Statement:

To provide a professionally and personally gratifying experience through our responsive staff and world class service.

Target Market:

All industries in any location are included in the target market. Firms must have 300 or more people. First contact people range from lower level administrative personnel to senior executives.

Unique Selling Points:

These Unique Selling Points help define a measurable difference between *the company* and its competitors. Together they reflect the mission and support the goals of the organization.

Fee Structure	This structure makes planning and budget management extraordinarily easy for clients.
Responsive Professional Staff	Staff is positioned to help clients with everything possible, ensuring a smooth, comfortable, and stress-free experience.
This is our ONLY business	Innovative and responsive, the company does one thing and does it well.
Our Clients	Impressive client list attracts and comforts potential clients and lends credibility to the organization.
Advanced Technology	The technology available is up to date and well kept to ensure that it is an asset to customers.
Individual Attention	Excellent customer service is our top priority.

Client Website Actions:

Primary Goal:

The ultimate goal is for the staff to work with the client to find a solutions that best fits their need while staying on budget.

Primary Action:

Phone call . This allows for maximum conveyance of the company's core values: Individual Attention. This also allows the representative to get a sense of the prospect's needs and level of experience, and to tailor the approach taken and information conveyed.

Secondary Action:

Online form or email. A representative can respond appropriately.

Secondary Goal:

Develop company branding. Ensure that your company is recognized as an industry leader.

Primary Action:

Sign up for free information.

Secondary Action:

Recognize company logo, tag line, etc.

Secondary Goal:

Have online visitors sign up for services and information.

Primary Action:

Sign up for paid information or services online.

Secondary Action:

Call or email the company regarding paid online tools.