



- *Will the marketing plan achieve the market objectives?*
- *Is the market strategy sustainable?*
- *Are the metrics in place to track and measure progress?*

**Market Launch & Execution (MLE) Tool- *A Process for Developing a Marketing Plan or Strategy for an Offering***

**MLE.** A structured repeatable process (includes software and a database) that provides the product marketing team with the knowledge to determine whether the marketing plan or strategy for an offering will achieve success. The process incorporates the following activities:

- Workshop including representatives from: Marketing, Sales, Product Management, Public Relations personnel and the vertical market segments. The participants evaluate & score the marketing plan or strategy (1day workshop)
- Results benchmarked to “Best in Class” within database(over 50 assessments)
- Performance metrics generated(baseline performance index) for:
  - Marketing plan
  - Marketing management
  - Market research
  - Customer involvement
  - Channel partners

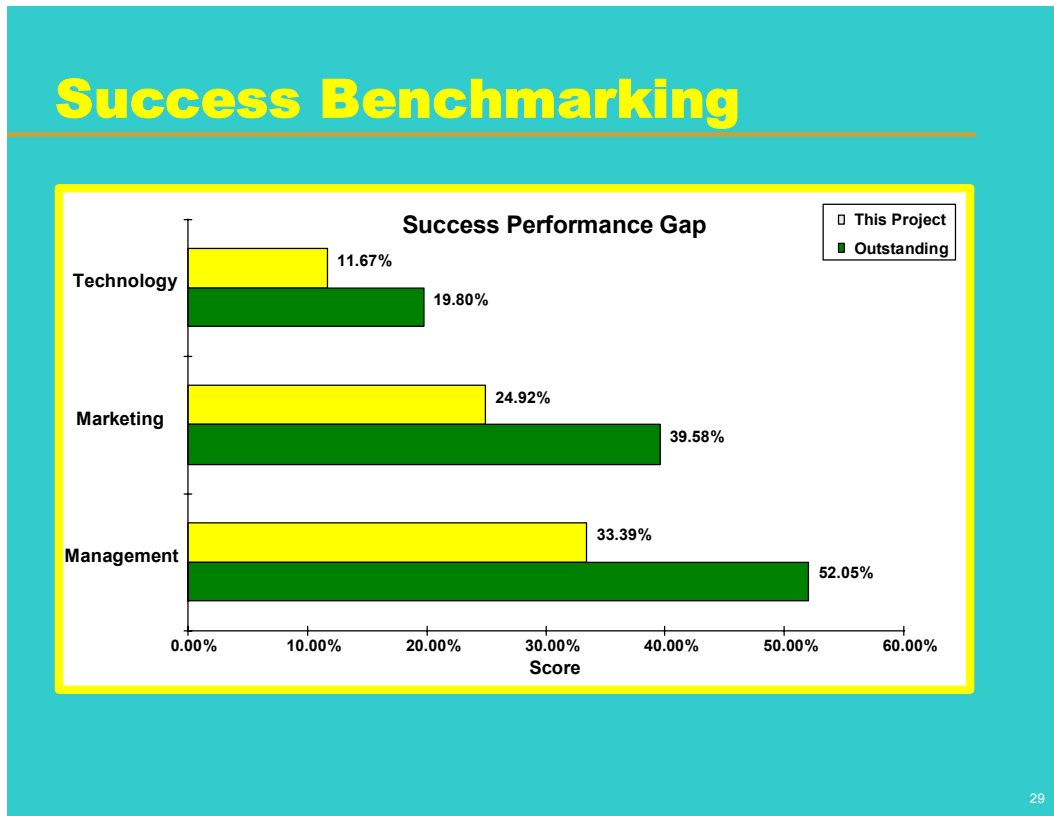
**Sample Output**

**Benchmarked Scores**

Performance Summary	Score	Best in Class	Profile
Management & Marketing	3,808	4,898	77.74%
Market Penetration Plan	4,285	6,495	65.97%
Direct & Indirect Channel Deployment	1,850	5,874	31.50%
Financial Business Case	1,546	2,012	76.84%
Valued Customer List	2,319	2,460	94.25%
Technology	4,339	4,736	91.61%
Enterprise Management	3,948	4,713	83.78%
Product & Services	4,304	5,098	84.42%
Customer Involvement	4,471	4,753	94.07%
Marketing Plan Funding	2,313	2,817	82.12%
Management Focus	2,443	2,778	87.96%
Market & Market Segmentation	3,639	5,825	62.46%
Value Proposition to the Customers	1,608	1,628	98.77%
Sales & Marketing Support	2,465	2,892	85.23%
Buying Criteria	5,046	5,125	98.47%
The Competition	156	2,754	5.65%
<b>Success Index</b>	<b>48,540</b>	<b>64,860</b>	<b>74.84%</b>

*Every offering competes on providing the most value at the lowest risk!*

Success performance gap:



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