



- *Does the marketing message contain the information and knowledge that is desired by the buyer?*
- *Does the seller really understand the problem I am trying to solve?*
- *Can the seller really solve my problem?*
- *Will the performance of the market message management affect the size of the segments and therefore the potential opportunity of the market?*
- *What is the ROI we can achieve if we increase our message strategy and implementation?*

Market Message Management (MMM) Tool- *A Process for measuring the effectiveness of market messages and how they are delivered to specific communications channels required to reach the possible buyers and the buying constituencies.*

MMM. A structured repeatable process (includes software and a database) that provides the product marketing team with a view of the market message in terms of the effectiveness against 26 “Best in Class” imperatives.

The Four Steps to Market Message Management – Business Diagnostics

Market Message Management
 Requires Industry Specific **KEP**
Knowledge **E**xperience and **P**erformance Skills – To Perform Accurate Buyer Diagnostics
 1 - **KEP** to Engage the Buyer
 2 - **KEP** For the PCS
 3 - **KEP** - Innovative Solution of the unmet and unidentified Needs
 4 - **KEP** to Deliver the Message to all potential buyers

MMM – KEP- Skill Business Diagnostics and Remedies



1	Message Identification and Extraction By the Seller from the Buyer
2	Message Absorption – PCS (Problem Cause and Solutions) – Seller from Buyer
3	Message Validation – Seller to Buyer The value and the risk in the mind of the Buyer of the proposed innovative solution
4	Market Message Management – To The World

There are twenty– six (26) high level imperatives that affect the opportunity potential of a target market that the Market Message Management strategy must address such as:

- Buyer - Needs messages that are complete, accurate and in required detail.
- The solution based on those needs.
- Solution validation.
- Brand Value – Current and Required (Must be greater than 87.6%) to effect the reduction in the sales cycle.
- Value – Value Propositions.
- Customers Buying Criteria.
- Risk in the mind of the Buyer.

By scoring well (80% and better) on the Market Message Management the offering means that the effect will increase the size of the offering and shorten the sales cycle as well put the competition on the defensive.

NorthPoint Software & Services LLC.® NorthPoint MMM Market Message Management Assessment "Buyer to Seller Message Management"™ Performance Assessment and "Risk Analysis" of the Marketing Message to the Buyer & Buyer Segments Detail Assessment of the Market Communications of this Product & Services Registered Confidential ©			
Detailed Performance Summary Of the Market Message Management Implementation	Performance Scoring	Best In Class	Performance
There is a Market Message Management Strategy for ABBD EP Offering	5,696	5,696	100.00%
The MMM (Market Message Management) for Each the Required Channel - Strategy and Performance	5,448	5,448	100.00%
The Market Message Management (MMM) is Defined by the Objective of the ABBD Inc EP Offering	5,561	5,561	100.00%
States What is New and Why it is So Important in the ABBD Inc EP Offering	5,780	5,780	100.00%
States what and why this Announcement is Of Such Newsworthy Importance In What it Provides	6,583	6,583	100.00%
Validated Knowledge to and from the Target Buyer - Buyer Seller Needs Assessment used to Develop the Market Message for this	5,632	5,632	100.00%
Proof of Point of What is New and what are the Risk and Value from Offering In the Mind of the Buyer and Buying Constituency	6,308	6,308	100.00%
Buying Criteria	5,831	5,831	100.00%
Solution Has High Value Proposition to the Buyers	5,152	5,152	100.00%
Identifies the Problem Cause & Solution	5,615	5,615	100.00%
Reduces the Risks of the Current Enterprise or Industry Solutions due to this Announcement	5,527	5,527	100.00%
Quality and Reliability of ABBD Inc Product & Services	5,639	5,639	100.00%
What Kind of A Enterprise are you to do Business With?	5,340	5,340	100.00%
Product & Technology Identification with the Enterprise Due to the Design of the Offering - Driven by Buyer Needs Assessment	6,106	6,106	100.00%
Branding Value from Delivered Value Is Built into the Market Messages	5,236	5,236	100.00%
Each MMM (Market Message Management) Communications has A Specific Call to Action	5,855	5,855	100.00%
Seamless Organization of the Marketing Messages For All The Selected Communications Channels	5,102	5,102	100.00%
Focus of the Core Market Messages	5,269	5,269	100.00%
Market Buyer Segmentation	5,708	5,686	100.39%
Continuity of the Message	5,529	5,529	100.00%
Places the Competition on the Defensive Due to the Needs and Solution Identification	5,056	5,056	100.00%
Business Model - Products and / Or Services	6,337	6,337	100.00%
Market Message Content - Making The Market Grow In Size and Importance	5,573	5,573	100.00%
Hot Market - Weak Market (Includes the CGR Calculations)	6,742	6,742	100.00%
Message Directed to and From the Target Buyers and to Buyer Market Segmentation To Increase the Opportunity with a Short Sale	5,518	5,518	100.00%
Sales Cycle Assessment	5,178	5,178	100.00%
Performance Index	147,323.24	147,301.12	100.02%

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