

# cre'or group

Creor Group provides successful marketing consulting and communications solutions that enable maximum ROI.



marketing and sales  
process/skills workshops



marketing methodology



new product/service  
launch process



agency services

## Creor Group Process

Creor Group unites an effective marketing methodology, product launch system, process enhancement workshops, and organizational development with a network of web-, design-, and PR partners to maximize the effectiveness of business marketing programs. Our tools, methods, and processes enable business leaders to architect repeatable marketing success and achieve higher marketing ROI.

### Define

Using Creor Group's Optrian™ Marketing Method, we help companies define winning marketing and campaign strategies.

### Design

Our closed-loop product and campaign launch process is your passport to new markets by articulating positioning, messaging, and brand identity, and formulating an integrated marcom plan.



### Develop

Our network of talented marketing communications specialists use the Optrian-based Product Passport integrated marcom plans to implement campaigns.

### Deploy

Creor Group's marketing, sales, and product delivery workshops enable organization and process improvement for greater results.

[www.creorgroup.com](http://www.creorgroup.com)

877.774.4312

## If your need is...

## Caused by these...

## Creor Group's solution is...

Comprehensive top-quality marketing infrastructure consulting and cost effective agency services

- Ineffective marketing tools to set winning strategies
- Lack of marketing and sales skills resulting in less-than desired performance
- Costly and ineffective agency services

### Consulting Solutions

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Creor Group is a consulting practice for OEMs, ODMs, distributors, and resellers that implements marketing and sales processes, enables team development, conducts research, and provides agency services for greater marketing and sales success

Identifying and correcting the lethal pitfalls in the new product delivery process

- Multi-disciplined or geographically-separated development process lacks strategy
- Missing the market window or cost targets
- Sales team isn't prepared or has no success selling the product

### Product Delivery Workshop



Taking the Risk Out of New Product Delivery, a discovery workshop for OEMs, ODMs, and Service Providers, helps uncover the causes and effects of weaknesses in a product delivery process, determines remedies, and provides corrective action through consulting and resources.

Improving the effectiveness of the marketing strategies, messaging, positioning, and collateral

- Sales team has inconsistent messaging and incorrect positioning
- Unable to differentiate from competitors
- Marketing goals aren't achieved

### Marketing Effectiveness Audit



Marketing Effectiveness Audit is a concentrated review and analysis of an OEMs, ODMs, distributors, or resellers marketing strategies, messages, and collateral using the Oprian method to identify ways of improving results.

Developing or improving the skills of a marketing and sales team to reach peak performance

- Organization turnover, missing CMO/CSO
- Marketing team lacks methodology process
- Sales team lacks skills and tools for success

### Marketing & Sales Boot Camp



G.R.E.A.T.E.R. Marketing and Sales Success Boot Camp is a multi-disciplinary workshop that helps OEMs, ODMs, distributors, and resellers implement the Oprian Method and Product Passport, improve sales skills, and prepare for greater performance.

An effective process to launch and sell products or services

- Lack of consistent, repeatable process to set strategies and launch products/services.
- Insufficient method of collecting, categorizing, analyzing, and retrieving data
- Un-unified marcom agency plans
- Poor sales training and ineffective sales tools
- Absence of ROI measurement/metrics

### Product Passport™ Process



Product Passport is a repeatable 5-stage closed-loop process for OEMs, ODMs, distributors, and resellers that is based on the Oprian Marketing Method and enables effective and measurable product launches and campaigns.

A methodology to differentiate and improve sales success

- Can't differentiate products or services
- Lack of methodology to create strategies
- Resources are wasted on bad ideas

### Oprian™ Marketing Method



Oprian is a method of marketing that enables improved sales, messaging, branding, or positioning for OEMs, ODMs, distributors, and resellers by preparing campaigns and strategies that address the complex 3-stage buying process criteria.

Consolidating frugal agency services that work together from a common marketing methodology

- Too much time spent managing multiple vendors
- Vendor strategy miscommunication
- Paying extra to cover vendor overhead

### Agency Services

creor group | design  
creor group | emedia  
creor group | direct  
creor group | pr

Creor Group has a network of service providers familiar with the Oprian Marketing Method and Product Passport that implement marcom plans, including advertising, collateral, web, direct marketing, public relations, and branding.