

Marketing Program Effectiveness Audit



Assess the effectiveness of your marketing strategies, tools, and collateral using the Optrian™ Marketing Method

cre'or group™

Workshop Description

This workshop is offered to help marketing and sales organizations audit their current marketing strategies, tools, and collateral.



During the audit, marketing managers, marketing communications specialists, and sales will be interviewed to objectively assess product knowledge and strategies.

Websites, literature, presentations, press releases, and sale tools will be evaluated to determine their effectiveness at addressing buyer's decision criteria.

Working with consultant Bob Eminian, participants will determine how to improve their current marketing programs using the Optrian™ marketing method.

The Optrian method identifies the underlying Logical-, Similarity-, and Emotional-Decision Gate criteria a buyer goes through when deciding, what, from whom, and when to buy.

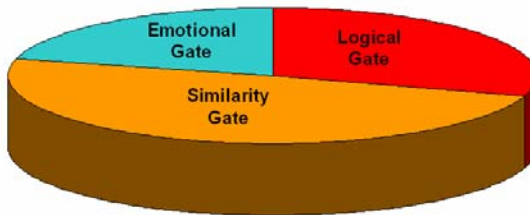


optrián™

marketing method

Optrian™ is Creor Group's marketing method which recognizes that buyers and influencers pass through three decision gates before making a purchase.

Using this knowledge, marketers are able to capture appropriate data and implement more effective marketing strategies and product launch plans.

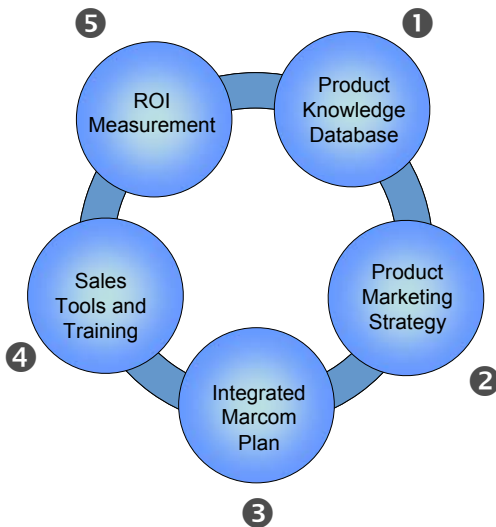


- The **Logical Gate** determines “what” will be purchased using facts, features, and benefits
- The **Similarity Gate** determines “who” it will be purchased from by assessing how similar the supplier is to the buyer
- The **Emotional Gate** determines “when” it will be purchased by resolving the needs and pains of the buyer



The Product Passport™ is a product launch process that uses the **Optrian™** marketing method to populate a database and draw on its contents to create a marketing strategy and product launch plan.

The five-step closed-loop process includes planning templates, tools, and consulting.



What Needs are Addressed?

- Improved sales performance
- Shorter sales cycle
- Greater marketing ROI



What are the Benefits?

- Identifies blind spots in marketing strategies
- Enables marketing teams to evaluate sales tools and collateral to meet the needs of
- Sharpens marketing strategies
- Prepares an organization to use the Product Passport™ product launch process

Product Passport Consulting

Consulting solutions are available to help you maximize the use of your Optrian and Product Passport processes.



Organization Development

Receive training on the Optrian Marketing Method and practice using the Product Passport templates and tools.

Customization

Working with your executive, marketing, and sales organizations, the Product Passport templates and tools will be customized for your specific business needs.

Product Launch Planning

Using the Product Passport, we will help you complete product launch plans, train your sales channel, and implement measurement and ROI programs.

Market Research

When you have insufficient information to complete a product launch, we can assist you with market research to collect the information you need to make smart decisions based on the Optrian Marketing Method.

Other Related Workshops

Creor Group offers additional consulting services and workshops related to product launches and marketing.

Taking the Risk Out of Product Delivery Workshop

This full-day program, facilitated by Bob Eminian and Stephen Rowe of Stephen Rowe & Associates, enables your cross-functional team to identify pitfalls in the new product delivery process, examine causes/effects, and propose possible remedies.

Supported with case studies and examples of the common lethal pitfalls, the workshop includes a pre-event survey of participants, course materials, reference card, and a follow-up report with solutions identified.

G.R.E.A.T.E.R. Marketing Success Boot Camp

Goals, **R**esources, **E**nvision, **A**dvocacy, **T**raining, **E**xecution, **R**OI.

This program, facilitated by Bob Eminian of Creor Group and Michael Johnson of Michael Johnson Sales Solutions, is aimed at executives and managers leading or building a marketing team, sales team, or launch campaign.

It helps marketing and sales organizations prepare for optimal performance by drawing on examples that illustrate more effective marketing methods.

Participants will learn skills for setting marketing goals, determining resources, creating strategies and plans, developing sales tools, training the channel, determining inquiry responses, and evaluating ROI.

Principal/Consultant



Bob Eminian
Creor Group

Mr. Eminian conducts marketing and sales workshops and product launch consulting. He is a 20 year business-to-business marketing veteran with diverse experiences in semiconductor, electronics systems, enterprise software, and e-commerce industries. Bob is a marketing consultant and principal of Creor Group.

He helps businesses implement his Optrian™ marketing method, a three-decision-gate approach to marketing and the Product Passport™, Creor Group's closed-loop product launch process.

He also conducts marketing process optimization workshops and assists technology-related companies with market research and organizational development. With Creor Group associates, he delivers virtual design/web/PR agency services.

Bob has held executive positions at and worked with companies including Samsung, Cisco, Axon Technologies, Johnson Diversey, Empact Software, and WebQuote.com and is on the advisory board of AriaDNA Systems.

About Creor Group

Marketing Consultancy Practice

- **Optrian™** decision-gate marketing method
- **Product Passport™** closed-loop product launch process
- Marketing and Product Delivery Process optimization workshops
- Strategic market research
- Interim Marketing Management / CMO

Partner Agency Services

- Collateral, Graphics Design, Branding
- Advertising
- Website Design, eNewsletters,
- Broadcast Media
- Direct Marketing, Tradeshow, Events
- Copywriting, Public Relations

For more information or to arrange marketing and sales services, contact:



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To Learn More

To learn more about Optrian, Product Passport, or the consulting services and workshops of Creor Group, contact us today.

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