



optrián™

The marketing method that addresses a buyer's complex decision criteria.



The closed-loop product launch process and tools based on the Optrian method.

creór group™

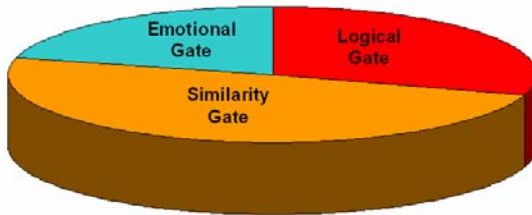


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marketing method

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.

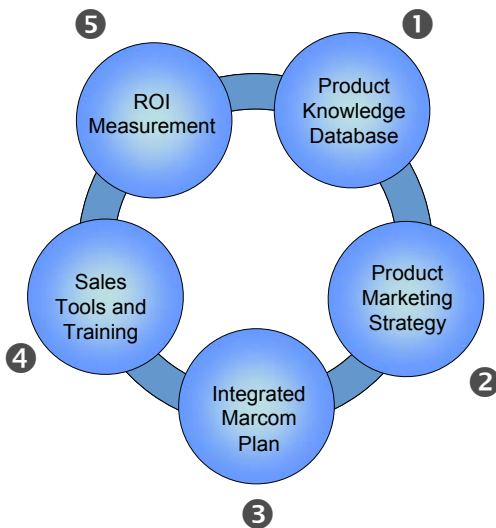


- The **Logical Gate** determines “what” will be purchased using facts, features, and benefits
- The **Similarity Gate** determines “who” it will be purchased from by assessing how similar the supplier is to the buyer
- The **Emotional Gate** determines “when” it will be purchased by resolving the needs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



Planning Templates



Product Knowledge Database

This template organizes product information and categorizes it using the Optrian Method as Logical-, Similarity-, and Emotional Decision Gates. The database is used to create launch strategies and plans.

Product Marketing Strategy

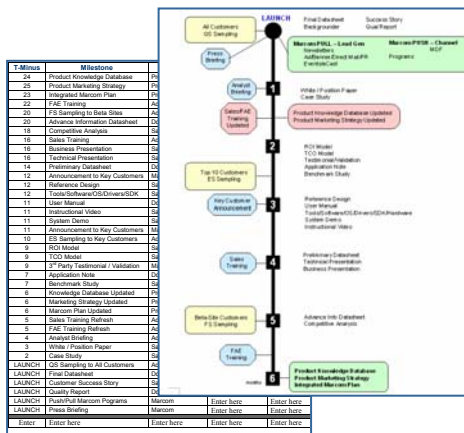
This template enables marketers to form product launch strategies using information from the Product Knowledge Database. Strategies are generated using the Optrian Method to address Logical-, Similarity-, and Emotional Decision Gates.



Integrated Marcom Plan

Communications plans are created using this template which references the Product Marketing Strategy. Like the other templates, it takes advantage of the Optrian Method to shape marcom plans.

Process Management Tools



Product Launch Timeline and Milestones Planner

This tool is used to establish product launch timelines and milestones. It notes key activities, milestones, and deliverables over time.

Launch Items and Activity Checklists

The launch and activity checklists are used to identify items to be accomplished prior to the launch, and assigns owners.

Item	Estimate	Actual	Timeframe	Owner
Market Research & Analysis				
Sales and Marketing Tools				
Legal				
Marketing Communications				
Promotional Events				
Sales Training				
Market Development Funds				

SI	Item Description	Responsibility	Signoff
	Business		
	Product Knowledge Database		
	Product Marketing Strategy		
	Integrated Marcom Plan		
	Product Marketing Strategy		
	Business Presentation		
	White Paper		
	Product Paper		
	Customer Business Stories		
	Business		
	Return on Investment (ROI) Model		
	Total Cost of Ownership (TCO) Model		
	Background/Fact Sheet		
	Newsletters		
	PRCA's list		
	Product Interest cards		
	3 rd party Endorsement/Validation		
	Comparative analysis		
	Benchmarking Study		
	Company News		
	Company		
	Application Note		
	Quality Report		
	Feedback/Comments/Inquiries		
	Industry Standardization		
	Competitive analysis		
	Instructional Video		
	Company		
	Press Release/News Conference		
	PRCA's list		
	Office Addressing Paper		
	Product Ad		
	Direct Mail/Email Ad		
	New Customer Announcement		
	Contributed Article		
	Product Media TV, Radio, Webcast		
	Management and Response		
	PRCA's list		
	Company Tracking		
	PRCA's list		
	Company Response System Tracking		

Expense Planner

The expense planner is a basic tool to record estimated expense and track actual expenses for the product launch.

Product
PASSPORT

Implementing the Passport

The Product Passport Templates are delivered in Microsoft® Windows® Word formats. These templates can be used as-is or integrated to become part of an online database-web-accessed solution.



Turn-Key

Let us customize your templates, develop the web-interface, and integrate it to your Optrian database.

Joint Development

We'll customize the web templates while you're team sets up the Optrian database and integrates it to the web templates.



Project Management

You provide the resources and we'll bring the customization consulting and project management.

Sales Tools, Training, and ROI

✓ Sales Tools and Training

The Product Passport process maps sales tools to appropriate use and trains the sales team how to use them.

	Sales Tools	Logical	Similarity	Emotional
Basic	Business presentations		•	•
	Technical presentations	•	•	
	Product demonstrations	•		
	Market transactions		•	
	Newsletters		•	•
Intermediate	White papers	•	•	
	Position papers		•	•
	Case studies	•	•	•
	Business stories		•	•
	ROI models		•	•
	TCO models		•	•
	Application notes	•		
Advanced	Technical Path - salesops	•	•	•
	Competitive analysis/marketing	•	•	
	Product samples	•		
	Reference designs		•	•
	User manuals		•	
Instructional videos	•			
Cost-effective hardware	•			

✓ Measurement and ROI

The last step in the Product Passport is measurement and ROI. We work with you to determine what's appropriate for your needs.

✓ Related Product Launch Process Workshops

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

Taking the Risk Out of Product Delivery Workshop

Recognize pitfalls in your product delivery process, identify causes/effects, and develop possible solutions.

Optrian™ Marketing Program Audit

Assess your current marketing strategies, plans, collateral, and website to determine how you might achieve better results using the Optrian Marketing method.

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

Bootstrap a marketing and sales team, level up skills, and prepare for greater marketing success using the Optrian™ Method and Product Passport™.

product
PASSPORT

Product Passport Consulting

Consulting solutions are available to help you maximize the use of your Product Passport process.



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.

What are the Benefits?

- Develops more effective marketing strategies and plans based on multi-level buyer-decision-gate processes
- Categorizes product marketing information infrastructure to baseline marketing strategies and ROI
- Documents process for product launches to reduce waste and increase effectiveness
- Centralizes product marketing information for archival and retrieval purposes
- Enables sales channel preparation and product launch success measurement
- Improves intra-company communication

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Principal/Consultant



Bob Eminian
Marketing and Sales

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, Tradeshows, Events
- Copywriting, Public Relations

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



www.creorgroup.com



bob@creorgroup.com



877.774.4312, x811



408.248.4822



Creor Group, LLC
P.O. Box 110398
Campbell, CA 95011-0398

To Learn More

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

Creor Group

www.creorgroup.com

Bob Eminian
877.774.4312
productpassport@creorgroup.com



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