
Business Development Strategies Service

Meet the Team

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Getting Started

To learn more about BDS reports and consulting services, please call Jennifer Skerrett at 781-616-2100 or e-mail jennifer_skerrett@infotrends.com.

Tools and Advice for the Graphic Communications Industry

Print providers in today's market face many challenges. InfoTrends' Business Development Strategies Consulting Service can provide professionals with the tools and advice they need to overcome obstacles including:

- Increased competition and battling on "price"
- Identifying new business opportunities
- Understanding "how to" approach these opportunities
- Developing a strategic business and marketing plan
- Finding new ways to promote your business
- Staffing and re-engineering your workforce
- Providing value beyond the printed piece and charging for it

Advancing a business in this competitive market requires:

- The ability to build a strategic marketing plan
- Understanding and accessing target markets
- Comprehensive knowledge about value added pricing strategies
- Critical skill needs for sales, marketing, operations, and customer service
- Development of the right products, services, and solutions to meet target market needs
- Profiling the right skills and people to expand your business
- Developing promotional strategies to expand awareness and market reach using multi-media technologies

The mission of InfoTrends' Business Development Strategies Service (BDS) is to provide print service providers and technology providers to the printers the most practical tools and advice for marketing and selling digital printing solutions. The Business Development Service (BDS) is designed to help print service providers focus on the changing market dynamics and develop a high-quality strategic marketing plan for business growth. BDS offers discrete components that can be purchased individually or packaged together with consulting services. Consider BDS an extension of your existing marketing, business development, and strategic team. Deliverables for BDS include:

Services Road Maps: A forward looking view of trends and expected developments across the industry related to BDS

Primary Research Reports: BDS will be conducting primary research to gain an understanding of the services that print buyers value and what they are willing to pay for business process outsourcing support. The research will also investigate how

BDS

document services providers are charging clients for value-added solutions. In addition, InfoTrends will engage in primary research to describe the changing dynamics in the world of document services that affect market and selling effectiveness.

Strategic Assessments: BDS will incorporate detailed reports that provide a “how to” guide for developing your marketing strategy, understanding horizontal as well as vertical target markets, and creating a comprehensive marketing communications plan to build awareness and extend market reach.

- Developing a Strategic Marketing Plan...The First Step
- How to Target Market...The Key to Differentiating Your Business
- Marketing Automation: Integrated Campaign Management
- Promoting Your Business...They Won't Buy if They Don't Know How to Find You
- Re-Engineering Your Workforce
- Vertical Market Opportunity Summaries
- Building a Digital Sales Force
- Expanding Distribution

Analysis: Clients will receive an ongoing series of executive reports and analytical pieces discussing critical issues and implications of important industry developments including significant product and service introductions, summaries of major vertical and horizontal marketing events, competitive developments, and new technology assessments.

Webcasts and Podcasts: BDS will work with you to structure Webinars for your clients and prospects that will provide them with value while positioning your organization and the services you provide. InfoTrends will also periodically conduct internal Webinars targeted at sales, marketing, and general business management.

Client-Driven Inquiry: You will benefit from ongoing and direct access to our staff of experts who will answer business development related inquiries. Inquiries can be used to:

- Discuss ways to maintain business strategy that is in-line with industry developments
- Interpret deliverables
- Discuss positioning your business relative to competitors

Case Histories: While understanding the concepts surrounding a solid strategic marketing plan is critical, a great deal can be learned from the success and failures of other people in the market. InfoTrends will blend detailed analytical reports and research with case histories describing the approaches used by others in the marketplace.

News: Clients benefit from daily summaries of the most important technology and market developments affecting the world of graphic communications.

Custom Consulting Days (1)

- Assist with strategic marketing plan development
- Support strategic business planning
- Assist with BDS site design planning

