
Sales Enablement Tools

Marketing Team
2020

ECS Sales & Marketing 2020

To find our Ideal Customer Profile (ICP), we first need to define our Total Available Market (TAM), and in order to define out TAM, we need to understand our target markets.

For ECS, our primary target markets are Military and Aerospace. Well break our targets down into segments:


1 - Target Markets

Military
Aerospace



2 - Targeted Segments

Prime Systems Integrators (GD, BAE)
Tier One Defense Subcontractors (L3, Harris, UTC)
Tier Two Defense Subcontractors (SNC, Collins Aerospace)
Tier Three Defense Subcontractors (CACI, Oshkosh)
Industry Partners Rugged Computing (Crystal, Systel)
Branch Specific Apps/Orgs (PEO C3T, Marine Corp Syscom)



3 - Targeted Personas

System Engineers
Engineering Teams
Program Management
Program Staff
Subcontracts Staff
Buyers
BD/Sales/Marketing
End Users

Sales & Marketing 2020 - Define Market(s), segments, ideal customer profiles

MQL = SQL

With our ICP established, we now need to turn the Marketing Qualified Leads into Sales Qualified Leads. To accomplish this, we need a Marketing Force to turn into a Sales Force. We need a flywheel approach. A flywheel requires force and momentum.



Marketing Force

The Marketing Force.

The Five points of origin, all connected and all include elements of branding, goodwill, differentiation, relevant content, and intention, very deliberate intention- to generate, develop/enhance demand and leads.

1. Data: The access to, analysis of, and the results.
2. Social media “A” - LinkedIn, Twitter, YouTube – (orienting or mapping this driven by #1)
 - 2a. Multimedia- aka “The Last Tactical Mile can Be Anywhere” video.
3. Website Update
4. Third Party Digital Advertising (Endeavor Business Media: Military & Aerospace Electronics Publication)
5. Tradeshow/Events

Sales Force

The Sales Force.

Five points of origin –leveraging the momentum created by Marketing.

1. Data: The access to, analysis of, and the results.
2. Navigating prospects and their organizations based on a Target Account Selling (Consultive) model – enabled and expedited by #1. Resulting in high value prospects and transforming into opportunities, then revenue.
3. Monitor, manage successes above- Rinse and repeat.
4. Monitor, record failures or inefficiency or dissatisfaction – (this is friction and must be removed to maintain momentum in the flywheel.)
5. Consistent, unrelenting communication with our field sales organization’s – monopolize mindshare ensuring alignment with intentions and expected results.

Marketing Force

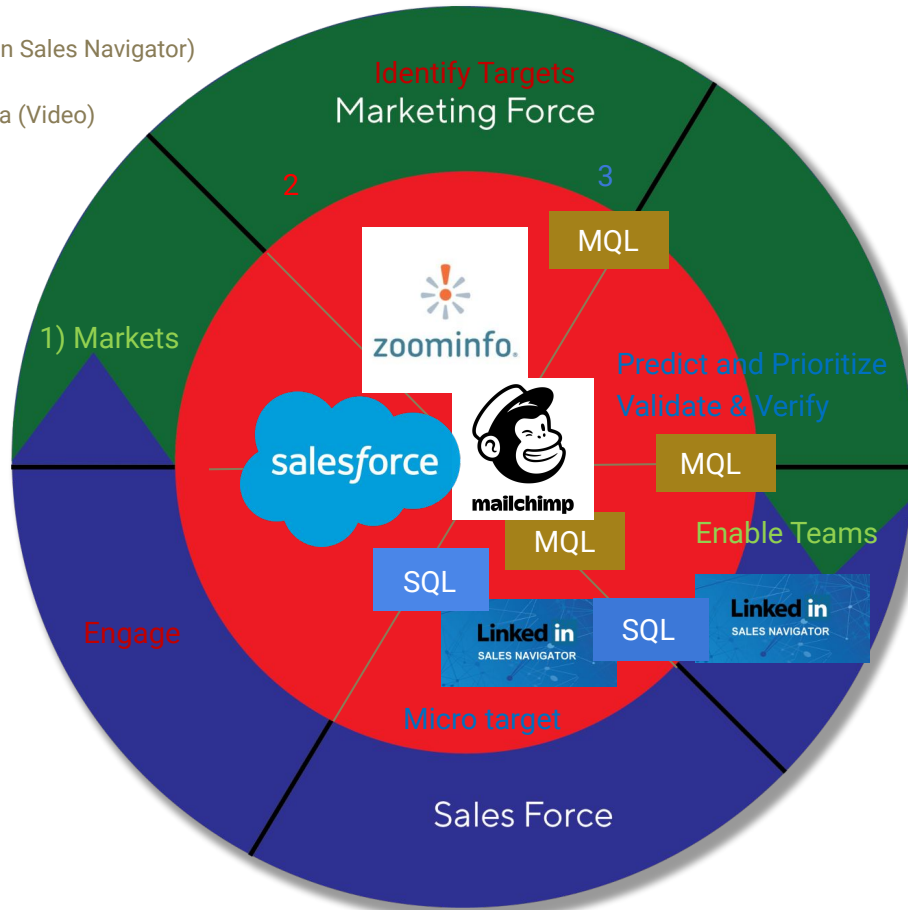
Data (ZoomInfo, LinkedIn Sales Navigator)

Social Media/Multimedia (Video)

Third Party Digital Ads

Trade Shows & Events

Web Site Update



Sales Force

Data Monitoring

Manage Success/Fail

Consistency/Persistence

zoominfo

zoominfo is a subscription-based software as a service (SaaS) company based in Waltham, Massachusetts that sells access to its database of information about business people and companies to sales, marketing and recruiting professionals. We're presented with an efficient, real-time, accurate means to exponentially grow our Marketing Qualified Leads (MQL) and advance, far more expeditiously, our Sales Qualified Leads (SQL).

Benefits for ECS Sales & Marketing

- + Refreshing every contact every 60+ days and over a 90% accuracy
- + Access to over 100 million contacts and 42 + million companies
- + 90% of contacts have a direct dial phone number, 99% verified email address
- + Full ORG Charts for Every Account
- + Tech Install Information
- + Upcoming Project Intelligence and Job Change/Job Opening Information
- + Also, "detail/justification/investment" for Marketing investment A fourth tab sequence is a bullet

Monthly Subscription= \$2500.00



LinkedIn Sales Navigator

LinkedIn Sales Navigator taps into the power of LinkedIn's 660M+ member network to help Sales professionals find and build relationships with prospects and customers through modern selling.

On average, modern selling leaders see:

- 51% more likely to achieve quota
- 80% more productive

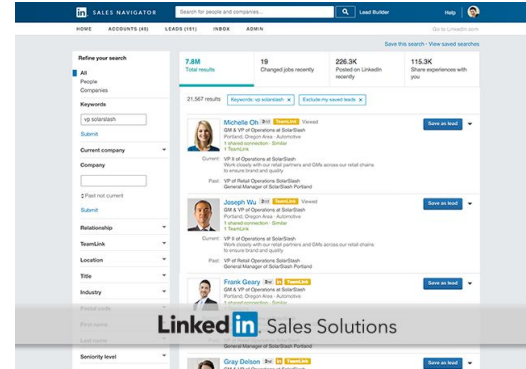
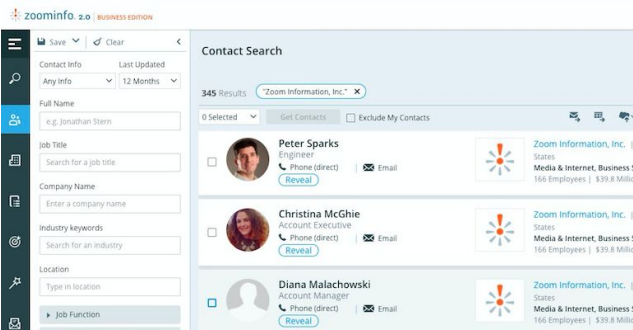
Benefits for ECS Sales & Marketing

- + Sales Insight
- + Customized recommendations
- + 30 InMail messages per month
- + 10 PointDrive Presentations per month
- + Usage Reporting

8 Licenses / 12 months = \$9920.00



Grow, maintain a clean prospecting database



Our Sales and Marketing Team will be enabled to add to, enrich, and cleanse existing records in our Salesforce CRM- in addition to expanding our broadcast email delivery platform/database, MailChimp. Both platforms also serve as a monitoring and management tool for database health.

Qualify – i.e. rank, score, rate prospects – predictability towards expected success

With predictive tools, email alerts, intent/signal alerts and notifications coupled with our own evaluation/assessment of prospect reaction or actions- we can efficiently score, rate (both Fit and Activity) prospects and develop or refine tactics and touchpoints- predictive modeling.

Zoominfo acquires and maintains its database of more than 50 million by copying data from the internet using a proprietary web crawler called NextGenSearchBot

Enable Sales to Prospect Effectively

LinkedIn Sales Navigator is designed and built for sales professionals to establish relationships with prospects and customers, as well as better manage their pipeline by providing a comprehensive view of opportunities.

The ability to save searches, followed lists and alerts – we'll be enabled (rapidly deploy when need be) to integrate/configure precision engagement tools and/or tactics.

Research, evaluate – identify commonalities, potential content continuation




Leveraging the Quick Search, Reach Out, Employee Detail, Insights tools, in addition to MailChimp metrics and responsiveness – we'll be positioned to gather insights, conduct research – i.e. define commonalities, attention, patterns in developing specific content, story-telling/pitch through micro-targeting.

Engagement; navigate, nurture relationships - MQL, SQL

Active Military
BENJAMIN K.

Age 28
Occupation Private First Class (E3) \$27K
Education Military Program Education
Gender Male
Location Foreign
Contact Email



Instagram Facebook Twitter

"My life depends on the quality of the products I use. Give me something durable that works well and travels easily at a competitive cost that my leadership will want to purchase."

Motivation
Benjamin uses cases daily to transport and operate valuable computing equipment often in austere environments. He has seen the results of precious cargo being destroyed due to poor storage and transportation. Benjamin needs to have peace of mind that the gear will work inside of the container, no matter where they are at. His fellow soldiers' lives are literally counting on it.

Goals
+ Communications gear and devices stay intact and operate during transportation
+ Meet SWaP (Size, Weight and Power)
+ Meet stringent MIL-STDs

Frustrations
- Cost
- Foreign barriers
- Lead time

Bio
Benjamin is a soldier in the United States Army. He is a Private First Class (E3). Benjamin has purchased footlockers in the past from us, but now he needs something to move comms gear in rough foreign land. He has expressed an interest in Carbon Fiber ATA containers but is concerned about cost and lead time. Benjamin can influence high ranking officers of the gear he needs since he is the operator.

Through saved Lists: evaluated, assessed, ranked and scored – our Sales and Marketing Teams are enabled to focus on each persona, in a “more intimate way” relevant content or story-telling based on their influence in the decision making process extremely efficient means to successfully navigate the many players, champions, influencers and decision makers.

Further engagement (lead gen.), nurture relationships, profile brand

2020 Trade Show Schedule

SHOW NAME	LOCATION	DATES	BOOTH NUMBER
CHS-5 TECH EXCHANGE	ABERDEEN PROVING GROUND, MD	1/28	TABLE
FORT BRAGG TACTICAL & TECH DAY	FAYETTEVILLE, NC	2/5	TABLE
AFCEA WEST	SAN DIEGO, CA	3/2-3/3	702
ROBINS AFB TECH EXPO & CYBER FORUM	WARNER ROBINS, GA	3/4	TABLE
AUSA GLOBAL FORCE	HUNTSVILLE, AL	3/17-3/19	638
HILL AFB TECH EXPO	LAYTON, UT	3/24	
BAE SUPPLIER SYMPOSIUM		3/30	
SEA AIR & SPACE (NAVY LEAGUE)	NATIONAL HARBOR, MD	4/6-4/8	649
WRIGHT PATTERSON TECH EXPO	DAYTON, OH	4/20	
ARMY AVIATION ASSOCIATION	NASHVILLE, TN	4/22-4/24	2224
AUVSI Xponential	BOSTON, MA	5/5-5/7	1857
SOFIC	TAMPA, FL	5/11-5/14	
NIPHELE DOD PACKAGING SYMPOSIUM	PICATINNY, NJ	5/17-5/21	
CANSEC	OTTAWA, CANADA	5/27-5/28	
FORT EUSTIS TACTICAL & TECH DAY	NEWPORT NEWS, VA	6/10	
SMALL SATELLITE CONFERENCE	LOGAN, UT	8/1-8/6	
LAND FORCES AUSTRALIA INDO ASIA PACIFIC	QUEENSLAND, AUSTRALIA	9/1-9/3	
MODERN DAY MARINE	QUANTICO, VA	9/22-9/24	2410
AUSA ANNUAL CONVENTION	WASHINGTON D.C.	10/12-10/14	M16
AFCEA TECHNET INDO-PACIFIC	HONOLULU, HI	10/27-10/29	
MILCIS	CANBERRA, AUSTRALIA	11/10-11/12	

Tradeshows not only help keep the ECS brand in front, but also generate new leads and foster relationships with customers.

We meet a lot of influencers, especially at the Tech exchanges.

21 shows ≈ \$324 K

ECS Sales & Marketing 2020 – Third Party Digital Advertising

Endeavor Business Media

ECS will once again be featured in the monthly eNewsletters produced by Endeavor Business Media. The ads will be prominent for Newsletter focusing on embedded computing and unmanned vehicles, so the target audience who sees this ad will have relevance.

Included in this package, John Keller, the Editor-in-Chief of Military & Aerospace Electronics Magazine, will feature/mention and possibly profile ECS in an article about rugged enclosures and rugged chassis.



Embedded Computing

- 39,000 engineering and program management professionals worldwide
- Demonstrated an interest in embedded computing technology – including ruggedized components, power management and enclosures
- Monthly distribution
- Editorial focus includes articles, case studies, design challenges relevant to, covering Defense, Aerospace and Industrial rugged applications
- Mid-Position
- **\$855 per month**



Unmanned Vehicles

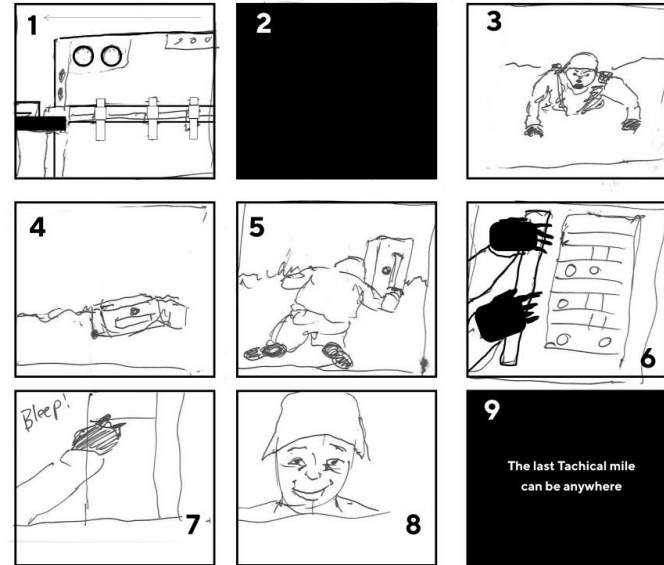
- 41,500 subscribers who recommend, purchase, influence decisions on unmanned vehicle systems and components
- Monthly distribution
- Editorial focus includes- news stories, features covering electronic and electro-optical payloads, propulsion systems, power systems for UAVs, UUVs, USVs, and UGVs.
- Mid-Position
- **\$855 per month**



High Production Video

As we establish our brand in the industry, we are proposing a video shoot that would be shot by a professional team with professional actors. We estimate this to be about **\$60-\$80 K** for the two minute video, but the impact would be significant. We have storyboarded an idea.

Also included would be a customer journey video that would detail what the customer can expect from us from a sales, PM and quality angle.



1. Opening scene. A shot of the large VIP case being pulled onto a tarmac. Think of the opening scene of the Star Wars movie. The large case stays in frame and then stops. Fade to black
2. Sounds of a case opening, a drone starting up and taking off.
3. Hectic scene shows a soldier scrambling for his life in a war zone. He lost his weapon and has a look of panic.
4. Buried in the weeds/sand is an ECS operating case.
5. The soldier crawls to it as bullets fly over his head.
6. He removes the lid, revealing electronics inside.
7. He flips the switch and the electronics fire up.
8. You see a look of relief on the face of the soldier.
9. Fade to black. Tagline fades in and out.

ECS Sales & Marketing 2020 – Web Site update

A Facelift for ecscase.com

We would like to update the web site, both content and images, in 2020. The web site would also help us measure analytics for micro targeting. We can do the update and upgrade in-house. The web site will be updated often to reflect industry trends and we will link to it from our email blasts.

Key changes for the web site:

- Better navigation – Everything will be easily accessible from the home page.
- Updated description and photos – More details and better SEO.
- Blog and news will be on the front – This includes press releases
- Member directory – Members can access hidden pages and white papers
- Updated to industry standards – Push product to the front that people are actually looking for.

