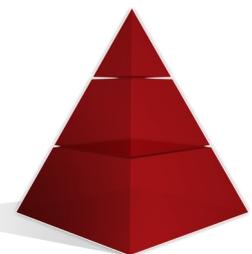


Do you want or need to grow your business or market share?

f-iresource.com has developed a guide to assist you in developing a game plan to increase your business or market share. The next several pages will serve as a catalyst to perhaps re-define your business or your business model and identify opportunities that will allow you to develop action plans towards improving.

Print off the guide and complete it to the best of your abilities. Once completed, call our toll free number 1-855-832-0999 and ask to speak with one of our consultants. Together we can formulate some strategies and options for you to grow your business or market share.



Building Your Business Game Plan: PART I

Company Name: _____

Contact: _____

Phone #: _____

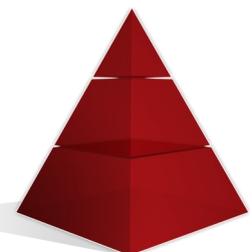
E-Mail Address: _____

Complete the following questions to the best of your ability:

Who are you?:

Describe what your company does?:

What products and/or services does your company offer?:



What is your “core” product?:

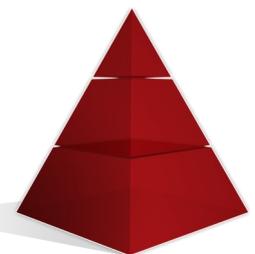
What are the “primary” features or functions and benefits?:

What are the “secondary” features or functions and benefits?:

Why do customers (or dealerships) need your products or services?:

Do you have “proof of need”?:

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What are your secondary products?:

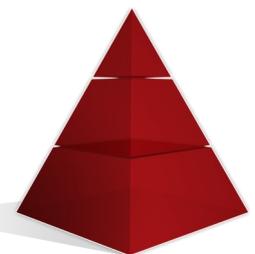
What are their “primary” features or functions and benefits?:

What are the “secondary” features or functions and benefits?:

Why do customers (or dealerships) need your products or services?:

Do you have “proof of need”?:

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What are the BENEFITS to a dealership?:

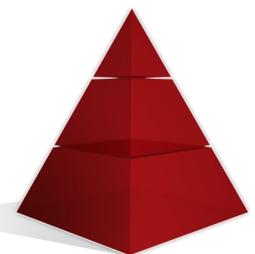
What are the BENEFITS to the dealership's customers?:

Who is using your products or services now?:

Do you have testimonials?:

Who are your competitors?:

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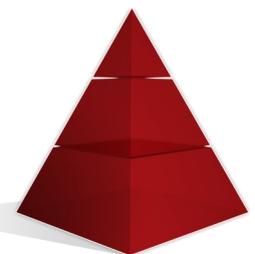
Who is your main competitor?:

How do you differ from your main competitor?:

How much is your product or service?:

What is the COMPELLING reason that a company should do business with your organization?:

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Building Your Business Game Plan: PART II

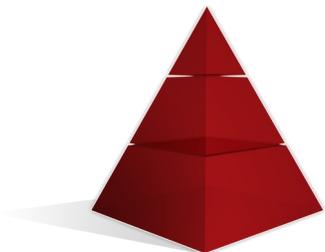
Do you have a positioning statement (or how do you want to see yourself positioned in the marketplace)?:

Who are you currently marketing to? Who have you not been able to market to (and why)?:

How do you market your products or services?:

Where and how do you advertise?:

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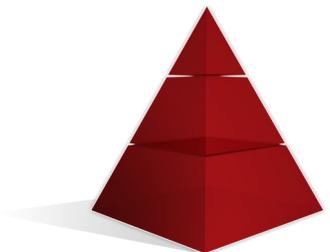
What type of presentation tools for your sales representatives and point-of-sale marketing materials for your customers do you provide?

Do you have a sales representatives in the field? If so, how many and what areas of the country are they responsible for?:

**Do your sales representatives have a documented sales process?
Do they follow it?:**

Have your sales representatives been formally trained in the areas of territory management, cold calling, sales process, presentation skills, closing skills, follow-up and customer service?:

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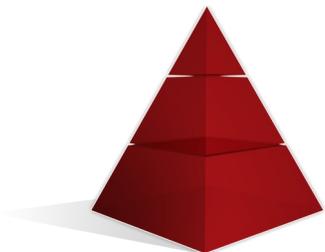
How often is formal training provided?:

Who do you see as your main competitor or THREAT and why?:

In the past 2 years, has your market share grown, stayed the same or shrunk? If so, can you account for the results?

In the next 2 years, do you want to see your market share increase, and if so, by how much?:

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If you maintain your current business practices, what will your market share look like in two years?:

Common Objections:

Send your Business Game Plan Summary to:

**info@wyemanagement.com
1-888-993-6468**

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