



**FIRM
FACTS**

Marketing Powered Sales Performance™

Today's corporate leaders face unprecedented challenges when it comes to driving profitable, top-line growth. For these executives – and their teams alike – influencing prospects to buy their products and services can be a regular triumph or the bane of their daily existence. Further, today's executives need to find unique ways to achieve *higher revenue* with *fewer resources*. Market research abounds on the topic, revealing the real questions on the minds of the revenue drivers in today's leading companies:

- **Are our solutions aligned with what the market is buying?**
- **Do our marketing materials and programs influence our buyers or confuse them?**
- **Are we differentiated in a manner to win every competitive sales cycle?**
- **Does our sales methodology mitigate risk throughout the sales cycle?**
- **Are our field professionals properly trained to win rapidly and profitably?**

Too often, the result is a daily struggle to achieve sustainable and repeatable revenue growth while simultaneously fighting an extraordinarily high cost of sales.

The Motum Difference

The market is inundated with programs that provide the basic go-to-market building blocks. Motum offers these core elements as well; **but that is not enough.**

Ensuring that your positioning and messaging are precisely aligned to articulate differentiated value for your buyers' pains is critical for any business. Only Motum's accelerated delivery process involves customers, marketing, sales, alliances and solutions in a collaborative session to gain consensus on an actionable go-to-market strategy within *days*, not weeks or months. Proactive C-level customer/prospect participation delivers live, real-time validation.

Only Motum integrates into your operations and leads the achievement of sustainable revenue growth by aligning ALL your solution offerings, marketing programs, channels and support with a common sales strategy and tactics through an actionable go-to-market platform. Why? Because all delivery is done exclusively through a global team of seasoned operational executives who have helped aspiring market leaders spearhead phenomenal revenue generation for decades. Like you, we have scars from the battleground having toiled through the approaches from consulting firms anchored in theory – not pragmatism.

Unfair Competitive Position

At Motum, we start by partnering with your team to build a brand and product portfolio that is positioned optimally in the marketplace, paving the way for an unfair competitive position™. We then work with your marketing team to rapidly develop a comprehensive sales kit that leverages your differentiated messaging.

As your marketing foundation is being enhanced, we work side-by-side with your sales leadership to establish a tightly woven fabric of consistency, accountability and urgency across all layers of your organization – essential ingredients for **winning an unfair share™ of sales cycles**. Then, through a comprehensive training curriculum, we empower your sales professionals with proven disciplines that accelerate each sales cycle, managing and mitigating risk at every stage.

Concurrently, because successful sales cycles are born from relationships, Motum triggers introductions to decision makers within your target prospects through **The Executive Insight Network (The EIN)**. The EIN is an exclusive community of executives exchanging insight and engaging in networking opportunities with one another and with sponsors like you. Access to this elite group gives you the upper-hand in developing valuable relationships, ultimately creating more "at-bats", resulting in more wins.

What if...

...your marketing programs positioned you to win in your prospects' minds from your very first interaction with them?

...you were engaging in the most relevant networking opportunities to access the decision makers that fit our buyer profile?

...you equipped your sales teams with all the tools and support they need to win every sales cycle?

...focus and discipline were ingrained throughout every sales cycle increasing predictability and reducing risk?

Representative Engagements

<p>Go-to-Market Transformation \$70M TELECOMMUNICATIONS SYSTEMS PROVIDER Dallas, TX</p>	<p>Global SMB Go-to-Market Program \$18B GLOBALSOFTWARE COMPANY Newtown Square, PA & Walldorf, Germany</p>
<p>Portfolio Company Go-to-Market Due Diligence PRIVATE EQUITY GROUP Dallas, TX</p>	<p>Interim Solutions Marketing & Business Development Services PRE-IPO SOCIAL COMMERCE COMPANY Austin, TX</p>
<p>Go-to-Market Transformation \$7B GLOBAL HARDWARE MANUFACTURER Mount Laurel, NJ</p>	<p>Strategic Partner Enablement Program \$62B GLOBAL SOFTWARE COMPANY Redmond, WA</p>
<p>Revenue Performance Baseline \$100M TELECOMMUNICATIONS SERVICE PROVIDER Broken Arrow, OK</p>	<p>Go-to-Market Transformation \$62M NATIONAL ANCILLARY HEALTHCARE SYSTEM Dallas, TX</p>
<p>Go-to-Market Transformation \$380M SOFTWARE-AS-A-SERVICE COMPANY Atlanta, GA</p>	<p>C-level Market Awareness & Demand Capture Program \$8B RISK MANAGEMENT FIRM New York, NY</p>
<p>Market Research & Strategy Program 100+ ATTORNEY LAW FIRM Portland, OR</p>	<p>Go-to-Market Transformation \$600M PRIVATE-EQUITY BACKED PROFESSIONAL SERVICES FIRM New York, NY</p>
<p>Go-to-Market Transformation \$60M LOGISTICS COMPANY Dallas, TX</p>	<p>Portfolio Company Sales/Marketing Infrastructure VENTURE CAPITAL FIRM Boston, MA</p>
<p>Revenue Stream Analysis & Strategy Development \$7M MEDICAL DEVICE COMPANY Montreal, Canada</p>	<p>Go-to-Market Transformation \$3B GLOBAL SOFTWARE COMPANY Cary, NC</p>
<p>SFA Design & Orientation \$6B TELECOMMUNICATIONS SERVICES PROVIDER Monroe, LA</p>	<p>Marketing Strategy Implementation \$7B GLOBAL HARDWARE MANUFACTURER Mount Laurel, NJ</p>

"Only Motum understands the marketing side of the house and how it dovetails into the sales operations side to power revenue performance."

Scott Lutz – Vice President of Global SME Marketing



"While we initially engaged Motum to bring a more consistent and disciplined approach to our sales process, they have simultaneously revealed to us the real value of an interdependent marketing infrastructure in driving revenue performance. That combination makes Motum worth their weight in gold."

Jay Marshall – Managing Director



"Motum helped us discover the ideal way to address our buyers' lowest common denominators with a compelling 'First and Only' message that our sales teams could clearly articulate to executive audiences."

Scott Becker – Executive Vice President of Sales & Marketing



Motum is the premier revenue performance firm, helping clients develop and implement a go-to-market platform that sets the stage to grow revenue at a lower cost. Implemented by market leaders such as AlixPartners, Aon, SAP, Bazaarvoice, Del Monte Foods, Microsoft, OKI Data, The SAS Institute, CenturyLink, Ancillary Care Services, First Angel Capital, XETA Technologies, Pegasus Logistics, Oracle, Miller Nash and The Vintage Racing League, only Motum immediately integrates into your operations, objectively pursues opportunities for improvement and leads the achievement of sustainable revenue growth.

www.motum.com