

Positive Marketing Proposal

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My Starting Point:

1. Without better marketing of Positive Software we are going to continue to muddle along with the same results we have been experiencing.
2. None of us are experts in marketing – So we should hire a marketing firm that can produce results for our investments.
3. A budget is required in order to create a marketing program that will produce results.
4. A good marketing program will increase sales and make additional sales easier with Positive Software name recognition.
5. The marketing of Positive to this point has been very disjointed and un-successful.
6. We have the best product on the market and we need to get the name recognition and interest to make the next step.
7. Minimum Budget for a successful program would be around \$20,000.00
8. Neither Positive Software nor a single Dealer can make this investment alone – So we must team up!

Proposal:

1. Create a group of Dealers who along with Positive Software who will fund a marketing program.
 - a. Dealer involvement will be voluntarily, however the dealers not involved would not be able to receive results (i.e. no lead generation for them – no pay –no play).
 - b. Dealers not in marketing group will not have their name listed on Positive's Web Site.
 - i. This will allow the response that just comes through the web-site to benefit the partners that invested in the program!
 - ii. If and When the marketing program ends, all partners will again get back their listing.
 - iii. Any Positive Dealer (partner or reseller can participate)
 1. May take some of our resellers to partner level
 - iv. Dealers not involved will still have the benefit of name Positive name recognition, even if they are not listed on the web-site.
2. From this group of Dealers, Create a marketing committee of three or four dealers (nominated and elected by the involved dealers) and a representative of Positive Software (i.e. Dean Martin or Wayne Heaton) to manage the program.
3. Create a Request for Proposal to Submit to at least three marketing Firms with above stated Budget.
 - a. Marketing program should be nationally based not regionally

- b. Marketing firm should be able to provide how they are going to measure success
 - c. Marketing firm will decide how to best produce national results within the above stated budget and the program should be at least 6 months in duration.
 - d. Any involved dealer may submit a marketing firm name and all submitted will be allowed to bid on the program.
- 4. Committee would then choose the marketing firm and proposal that they feel best suits all involved.
- 5. Positive Website would be revamped by suggestions from Marketing Firm & marketing Committee– Cost & responsibility of the revamping to be borne by Positive Software.
 - a. Marketing Committee would review all involved Dealers Web sites and make recommendations that will align all web sites with marketing plan.
- 6. Committee would follow the results – reporting back at monthly dealer meetings. And make recommendations going forward.
- 7. A new marketing committee would be elected each year at POSCON.
 - a. This committee will then create future programs and establish budget.
 - b. Advertising Cost will then be automatically added to partner fee and designated as advertising assessment.

Investment:

- 1. Dealers will provide 70% of the Budget
 - a. If all North American partners participate this would equate to \$500.00 per dealer.
 - b. If only 60% of the Partners participate this would equate to \$850.00.
- 2. Positive will provide 30% of the Budget, and handle the collection, & payments to marketing firm.
- 3. 70/30 concept comes from many national franchises advertising strategy.
- 4. All of us benefit by leveraging a small amount of investment and receiving the benefit of the total budget spent.

My Ending Point:

- 1. This is just a proposal – A place to begin – Subject to changes and agreement by majority of Dealers & Positive.
- 2. Without a professional marketing firm involvement, I personally would likely not be involved in a marketing program.
- 3. Unless we can get 60% involvement of 'Partners' I don't see this working.
- 4. If you are totally against this – Then come up with a plan that you could support!
- 5. This Should be additional to our own advertising budgets and Web sites

Insanity is doing the same thing over and over and expecting different results. We have talked this subject to death – it is time for action.