

Case History and Technology Bulletins to Establish Credibility in Select Areas . . . Partially Automating the process of "Earning of an Upstream Fishing License" with Target Prospects

Specialists in providing the most results-producing business-to-business (B2B) marketing and communications

"Earning an Upstream Fishing License" is typically required from prospective customers before they welcome and engage your sales or technical people in a discussion of their problem(s) or new requirements in a collaborative way, as they consider, evaluate, and decide on the best strategies and specs to solve their problem(s) or satisfy their requirements.

Credibility and Trust are what earns this "Upstream Fishing License" with them. Clearly, trust is an integrity and character issue (based on morals, ethics, and/or track-record), both personally and corporately. Credibility can be conveyed and established based on what is known (expertise and wisdom), the process by which one does things (effectiveness and efficiency), or what one has done, which is most credible because this inherently includes what one knows and how they've done things.

As such, these Case History and Technology Bulletins helped DT Industries accelerate and automate the "earning of a value-added, upstream fishing license" with target prospects in their key market segments.

For more insights on IMS' strategic "Two Fishing Hole B2B Marketing Perspective" to gain major marketing advantages, please click on the aptly named tab via the homepage at www.integratedmktservices.com or refer to IMS' printed Bulletin about this strategic perspective.



Case History Bulletins

Technology Bulletins