

**The MAPP© actually
delivers results “while”
working it through; you don’t
wait weeks or months
to experience
effective momentum.**



**The MAPP©
OF LIFE**
A Business
Life Changing
Process

The MAPP
brings serious
improvement
to key business
categories:

Sales

- Selling Technique/Prospecting
- Strategic Sales Planning
- Differentiated Selling
- Improved Distributor Support

Marketing

- Differentiated Marketing
- Branding/Positioning
- Integrated Marketing
- Ongoing Customer Contact

Product

- Product Differentiation
- Product Repositioning
- New Product Introduction
- Revitalize Existing Products

Team Building

This is a no-nonsense,
intelligent, hard working,
results-getting
business tool that is
so effective
I guarantee its
results in writing.

Hire experience.

Get results, not a 40 page report
about what you’re doing wrong.

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Pirozzoli & Williams

The MAPP is likely to be one of the most effective, high velocity business improvement experiences your company will ever apply.

Here's what I've heard from many top executives, business owners and senior level professionals across business categories:

We really need to get customers and prospects to pay more attention to our products/services.

We provide great products but aren't getting great sales.

Our company deserves to be at a higher sales level so what is hindering us?

Customers/prospects really don't understand how significantly our products can help them, they don't view what we offer as different than the competition.

We may be wasting money marketing the wrong message to the wrong audience.

We should be getting a much steadier stream of referrals.

Some of our customers buying products we sell from other companies?

Customers and prospects don't have us at top-of-mind. We need to stay on their radar screen without spending tons of money.

The MAPP is a powerful, actionable business tool based on a proprietary and customized Socratic method. I administer the MAPP through facilitated group of people in "pressure-cooker" sessions. It's challenging but affirming; tough but without casualties. The process amazingly fuses people from varied departments together. It pinpoints untapped issues and opportunities along with practical next steps for your business.

The process builds actionable solutions to create sustainable results.

I have proven the MAPP to work with businesses ranging from midsized to Fortune 500 to regional and national brands.

I would be happy to setup a phone call with you for more clarification. Just call or email me and we will arrange it.



MAPP ©

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Pirozzoli & Williams

The MAPP is a unique differentiating business method.



Your “value-difference” is the most valuable asset of your company. It is the driving force behind your business whether you’re talking sales, marketing, products or how people work together. MAPP differentiation provides—

- Higher Price Point
 - Reason to Buy
 - Compelling Story
 - Better Customers
 - Business Retention / Growth
 - Referrals
 - Sustainability
- ...ability to predict your sales future.*

Value-Difference & Compelling Story

The ability to clarify differentiation is your key to support price point and reason to buy!

Commodity Mindset is a Profit Assassin:

Our MAPP is likely to be one of the most effective, high velocity marketing improvement experiences your company will ever apply.

Get potential buyers to respond to your company as the only logical business solution for them.

Start asking, where’s the customer instead of where’s the product or sales?

What do your distributors need to build a more successful business?

Make sure the customer sees the value of the interactions.

Assure the customer is a valuable customer for you.

Identify the range of untapped sales opportunities surrounding you.

Better customer loyalty
Higher share of customer
Relief from margin erosion
Faster cycle time for processing transactions

Define your compelling marketing story to draw the right customers to you.

Effectively differentiate for long term profitable growth through the Law Of Attraction—the key to your “Sale-Ability.”

Differentiate by values then by needs.

Present your company as the only logical solution to the prospect need.



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I stopped in a small gas station to gas up, and my associate ran in to grab his favorite snack:(Cheese Nips).

All they had was this UNKNOWN brand which cost him 20% less than the Cheese Nips brand.

Guess what? He was hard pressed to taste any cheese—they were lousy!



I was tempted to mail their marketing people a bold stick-on label for their boxes.



**NOW WITH
20% less
cheese.**

Point is: The perception for low price is less value, less quality, less of everything.

When there's no value difference it's all about price and low expectations.

The real "differentiated" brand: you can taste the cheese, and you pay the price!

Price affirms the value.



And *value difference* doesn't just apply to packaged goods.



**NOW WITH
10% less
productivity**

Would you hang a sign like this on your product?

That's essentially what is happening without value-difference established.

Whatever you have to offer, the *value difference* is key to profitable and successful business growth.

The MAPP will help make every dollar you spend navigate its way to profitable results.

