



H B B : A

Presented by Lee Frederiksen, Li Harr, and Silvia Montgomer

C

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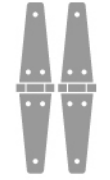
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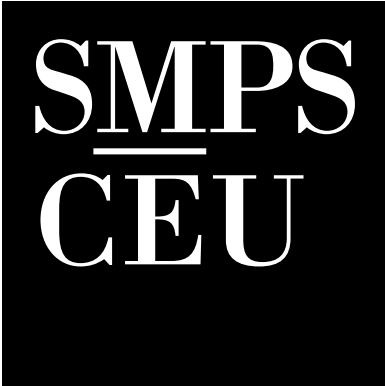
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**CE**



**Hinge**

Hinge is an SMPS Approved Provider of continuing education units (CEUs)!





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**Hinge**

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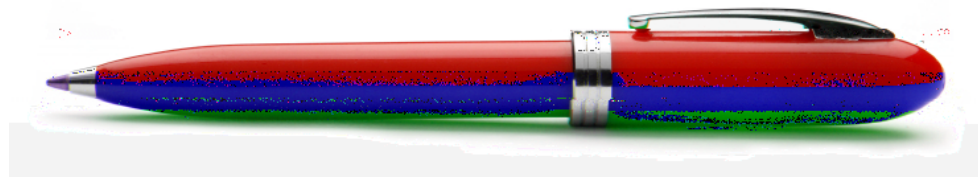




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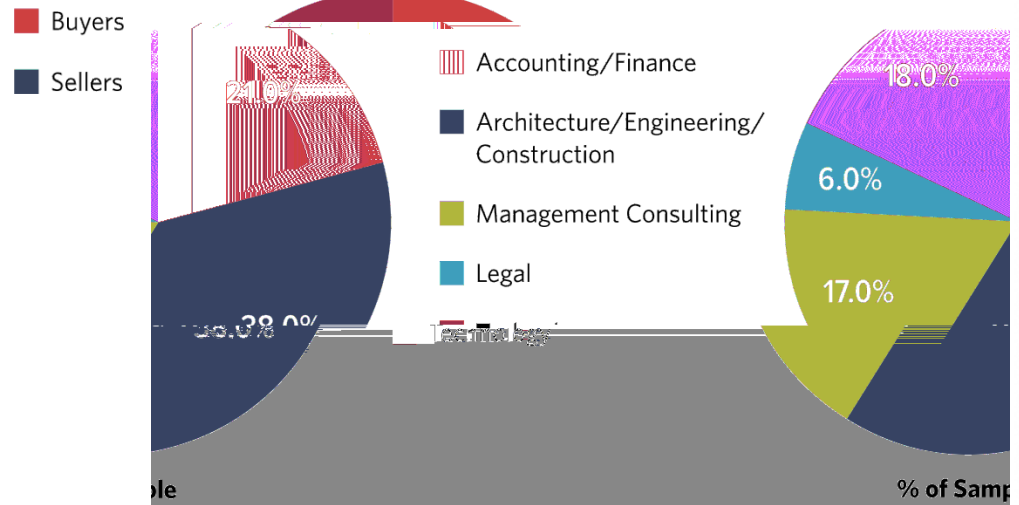
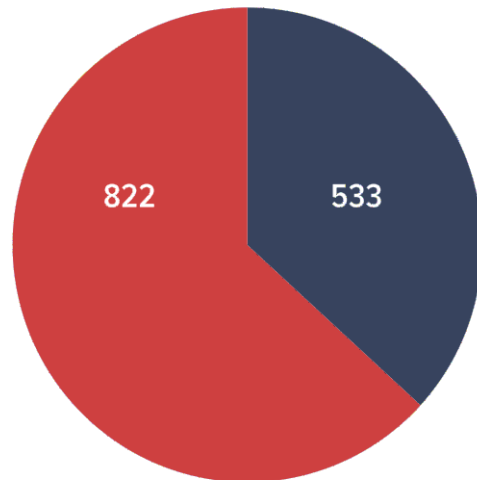
- › Research background
- › Finding the right targets
- › Closing the sale
- › Expanding the relationship
- › Wrap-up and questions



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- › Rain Group: 700 complex B-to-B sales
- › Buyers responsible for \$3.1 billion in annual purchases
- › Compared winner to 2<sup>nd</sup> place finisher

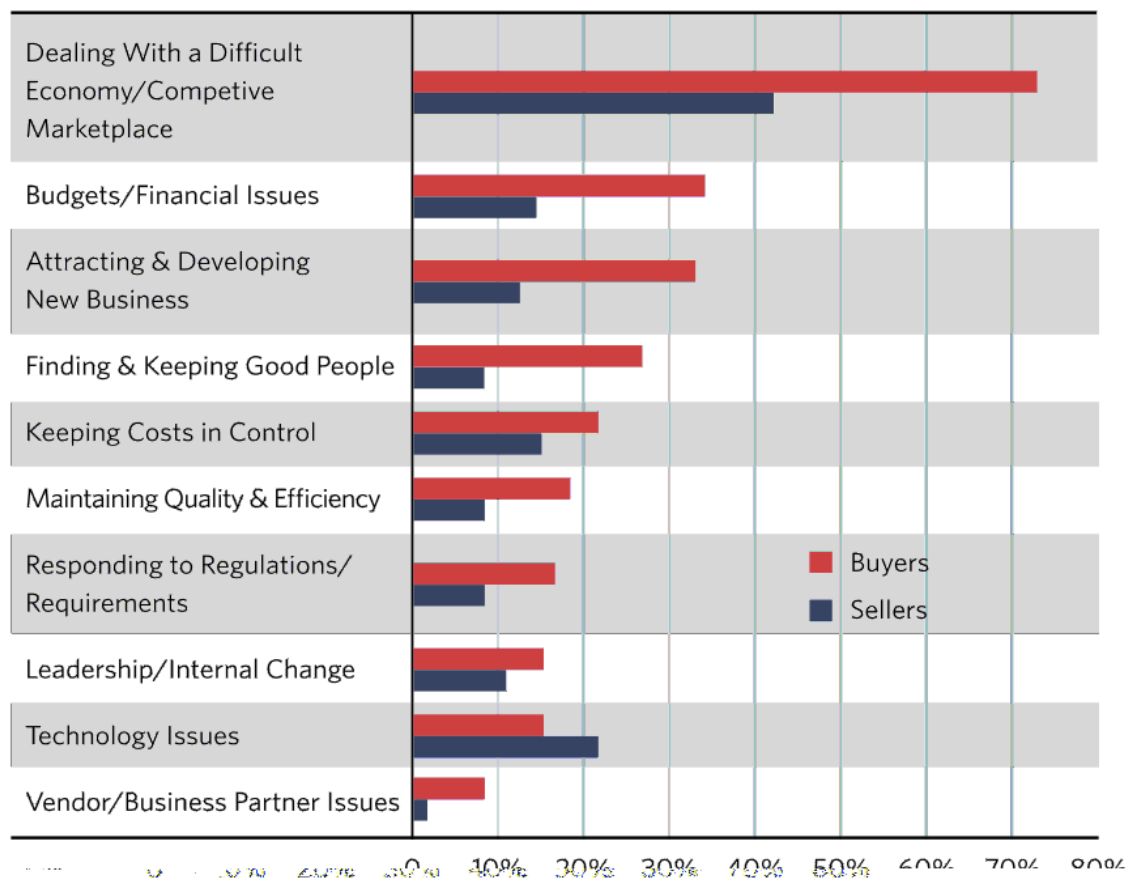




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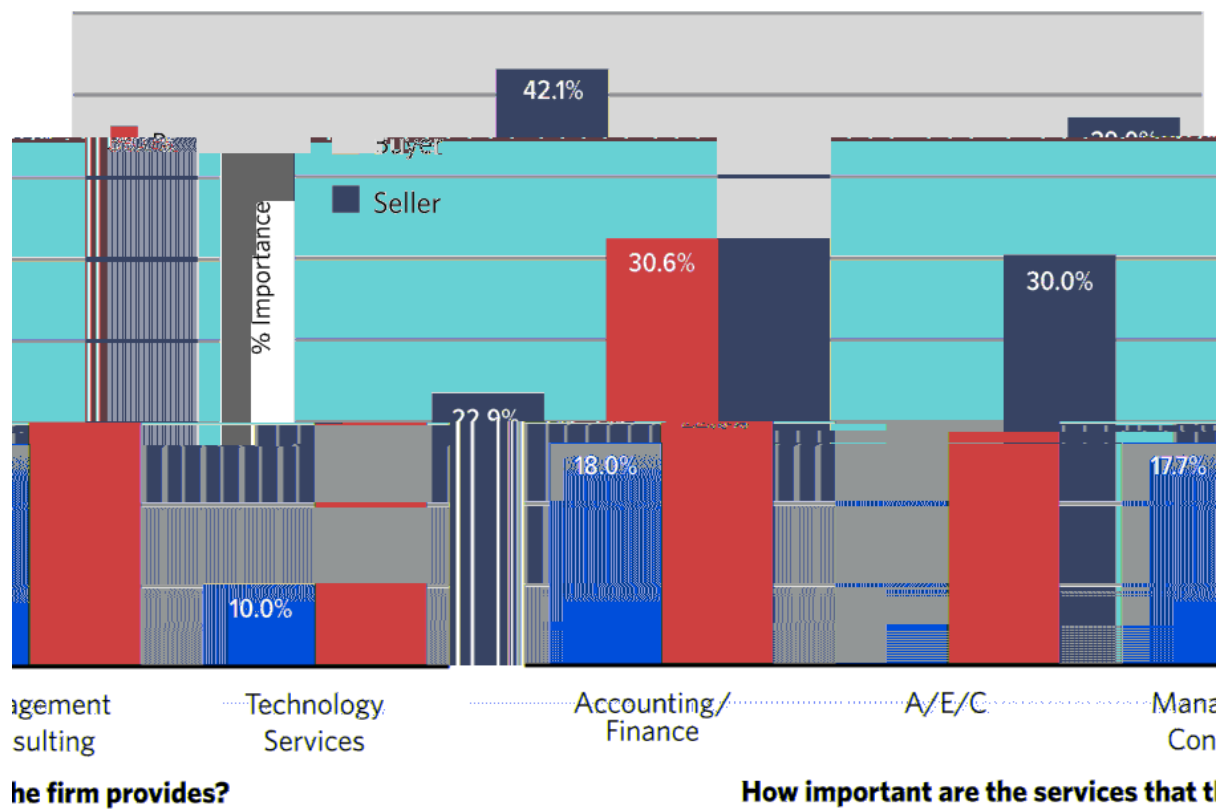


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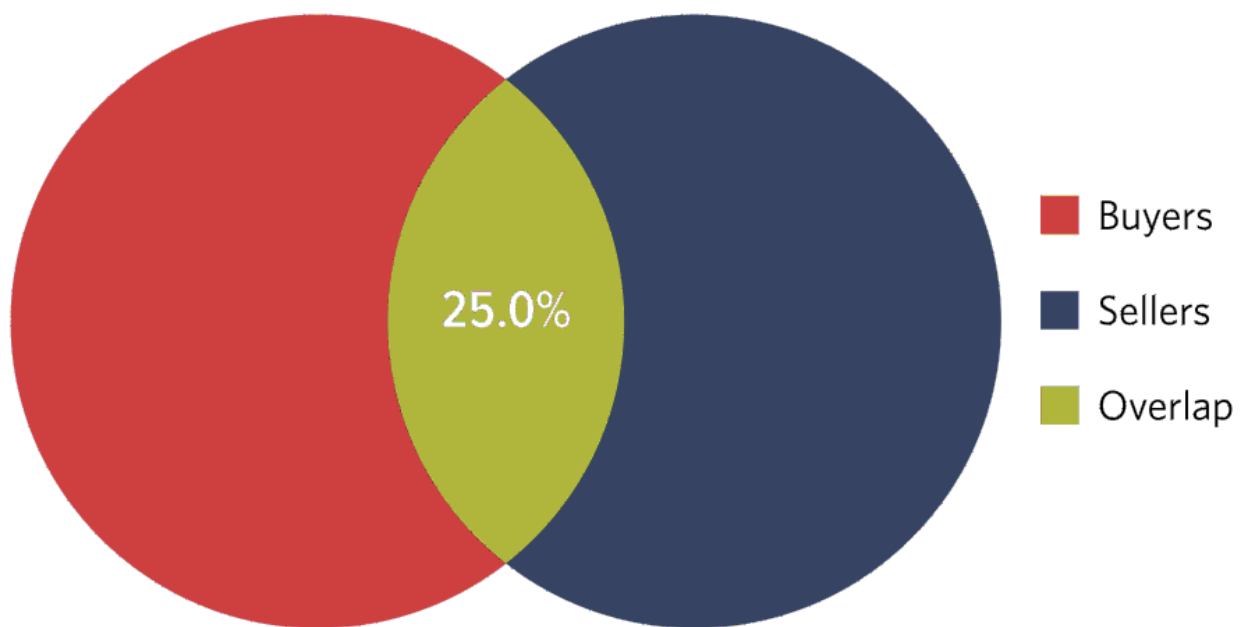




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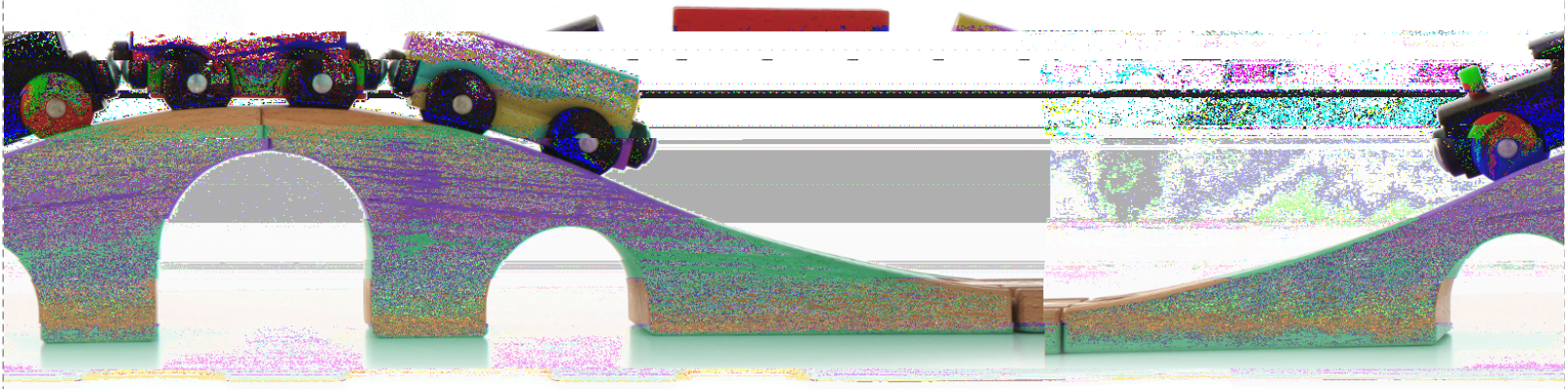
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- › Speciali e in particular industries
- › Change our services or bundle them b issue
- › Talk about our services differentl



E : A



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The screenshot shows the APT Test & Learn website. The header includes the APT logo and navigation links: Clients, Careers, Home, About, Industries (highlighted), and Newsroom. The main content area is titled "Restaurants" and features a list of "Restaurants Business Issues" including Pricing & Promotion, Menu Innovation, Media & Advertising, Remodels & Capital Expenditures, and Operations. Below this is a section for "Restaurants Business Products" listing Test & Learn for Sites™, Menu Analyzer, Test & Learn for Customers™, and Network Planner. To the right, there's a section titled "Business Issues for Restaurant Companies" explaining how APT works with leading restaurant companies to improve expenditure, operations, and network planning decisions. At the bottom, there's a "Watch our featured videos" section with a video player showing "Restaurants: Capital Expenditures".

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# E : A



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Test & Learn for Customers™



Network Planner

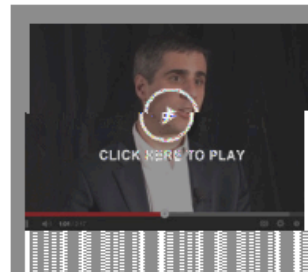
Next Steps

Contact Us

Sign up for APT's Newsletter

Download White Papers

## Watch our featured videos



Restaurants: Capital Expenditures

Restaurants: Menu Innovation

Restaurants: Pricing Optimization

## What Are Executives Saying About Test & Learn?



**10** of the  
top 25  
restaurant  
companies use  
APT's solutions

"Some people think that Test and Learn™ is nerdy and a lot of analysis. I think it's just the

aidly develop a  
sistent,

opposite. It helps us to be maximally creative and risk taking. We can test any exciting but  
risky idea before we roll it out and rapidly roll out the ones that work. With APT we were able to very rap  
capability that otherwise would take years to create in-house; in addition APT's solution provided consi  
standardized results allowing us to innovate quickly and with confidence."

— President and CEO of the Subway Franchisee Advertising Fund Trust (SFAFT)

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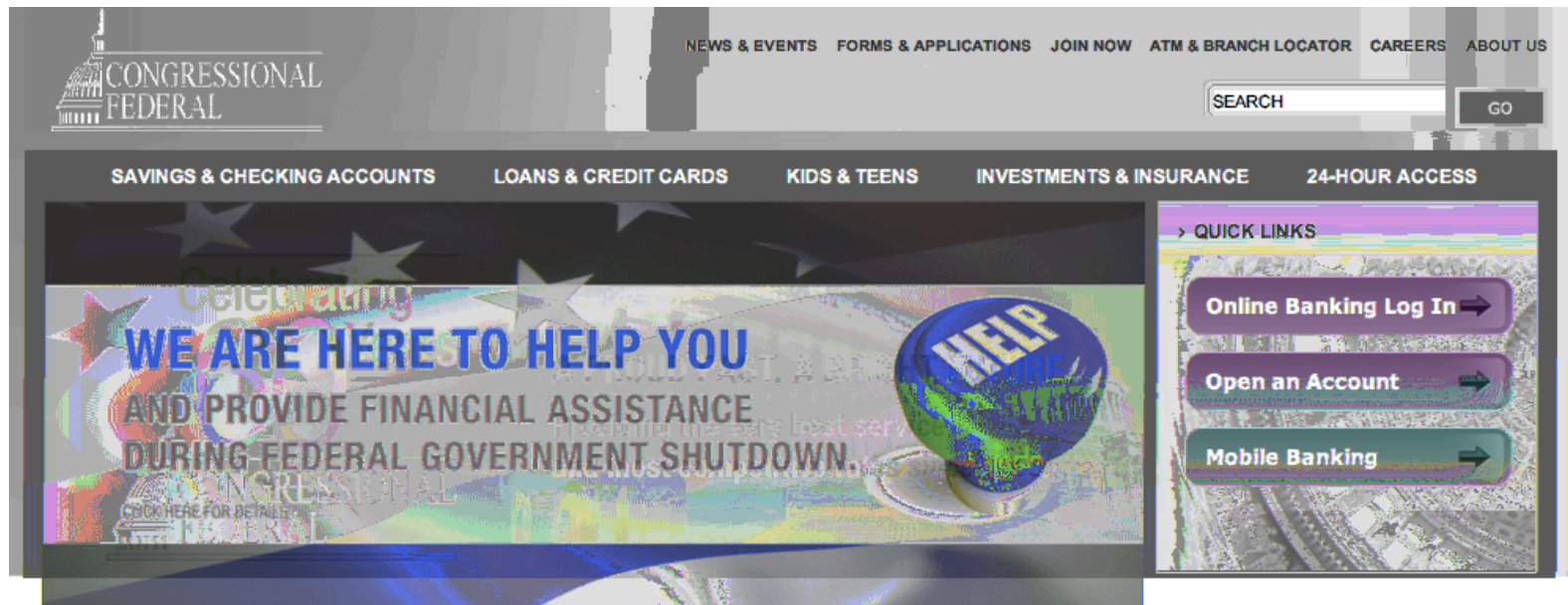
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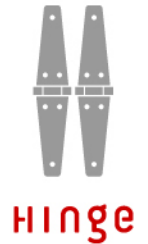
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- › Relief loan program
- › Personal loans
- › Line-of-credit limit increases
- › Payment deferment on existing loans
- › Quick delivery of credit cards, debit cards, and checks
- › Financial coaching



E : C



**celerity**

SERVICES ABOUT WORK CAREERS

## About

Our Approach Core Values Clients News Leadership Team Community Involvement

### Company Overview

Founded in 2002

- 30% annual growth rate
- 500+ employees
- Headquartered in McLean, VA
- 3 regional offices

[Corporate Fact Sheet](#)

### Celerity is a business acceleration consultancy.

We were founded by entrepreneurs intent on helping commercial and government organizations through key growth points and solve critical problems—fast.

To best position our clients and our people for success, we rally around core mission and vision.

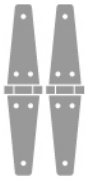
#### Our Mission

To inject entrepreneurial drive, efficiency and innovation into our client organizations—help critical problems expediently and gain lasting advantages.

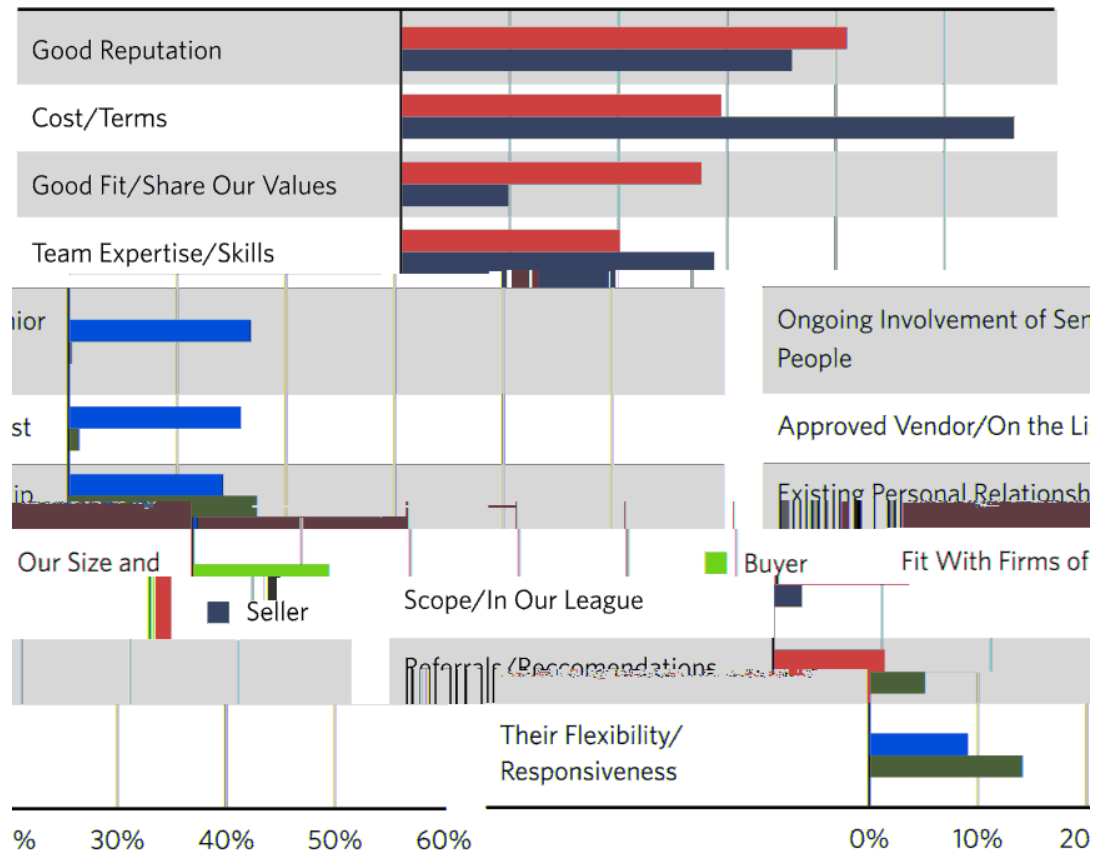
#### Our Vision

We will transform corporate America and government by becoming the recognized thought business acceleration.

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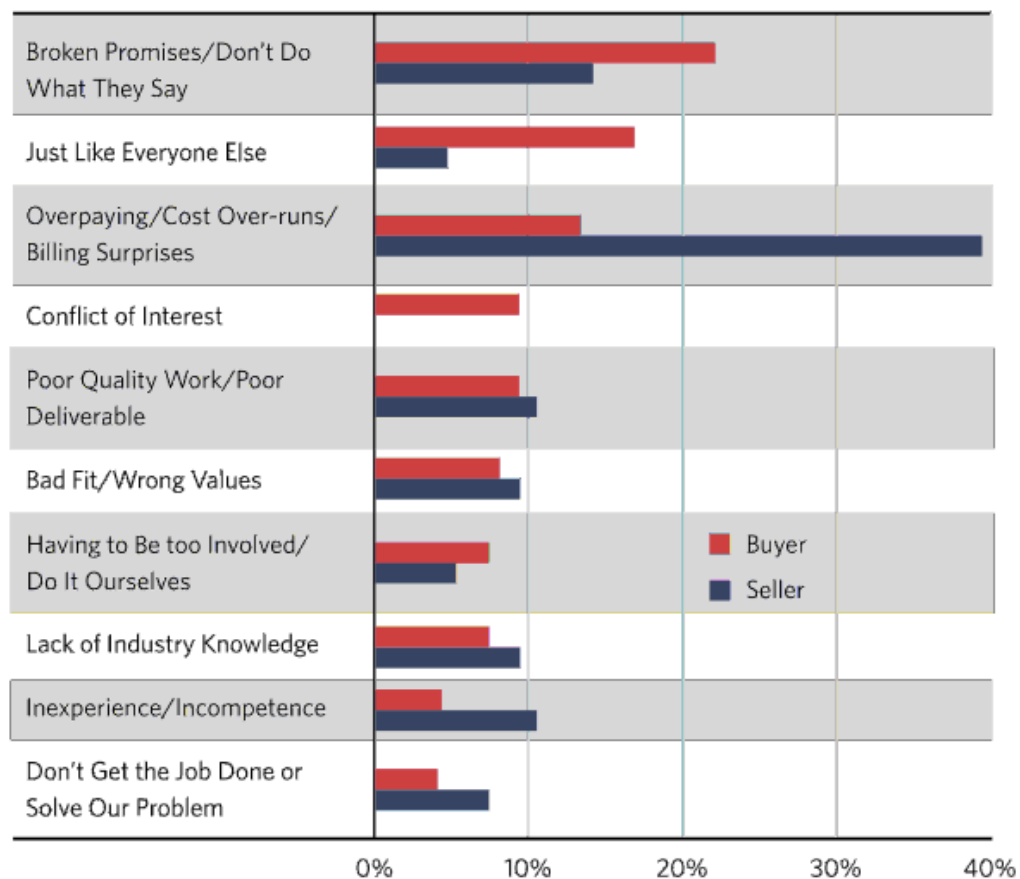
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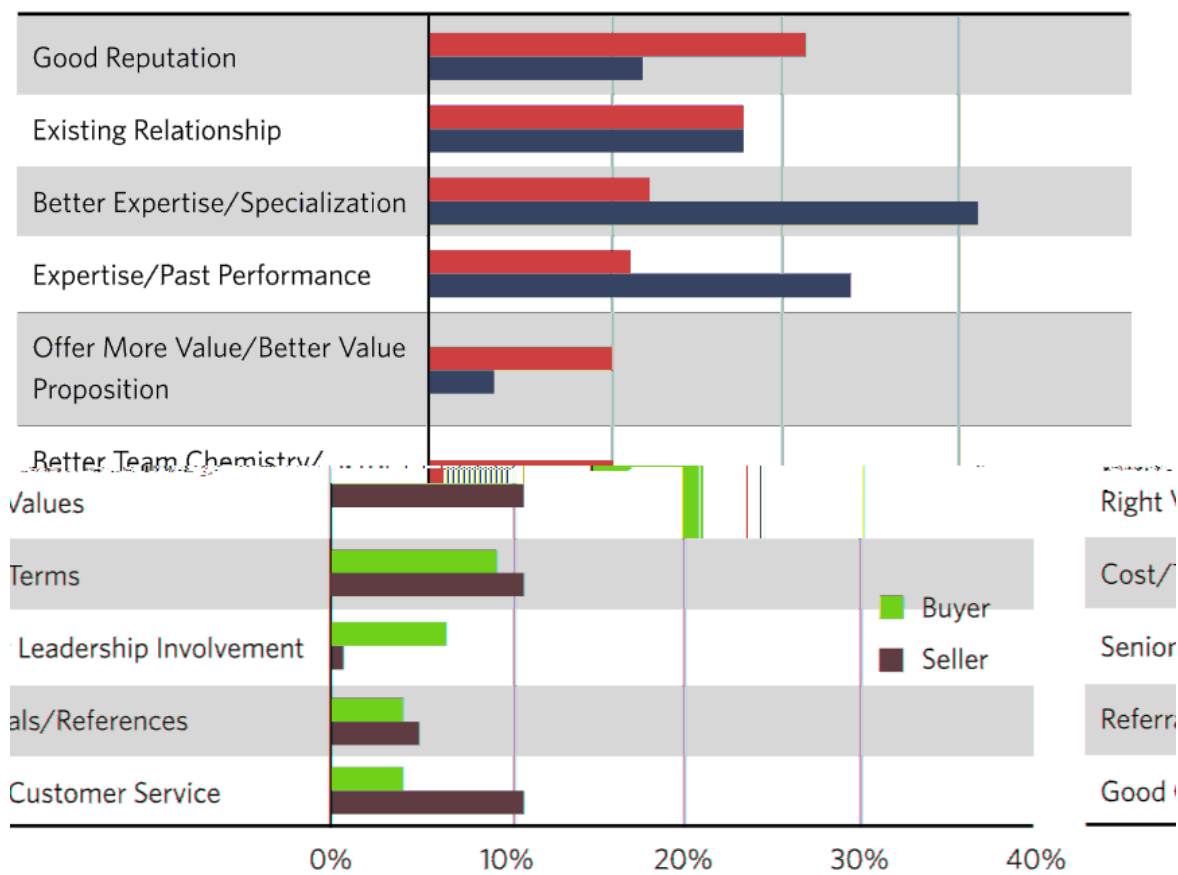
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Hinge

Educated Me with  
New Ideas or Perspectives

#1

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Collaborated with me

#2

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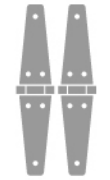
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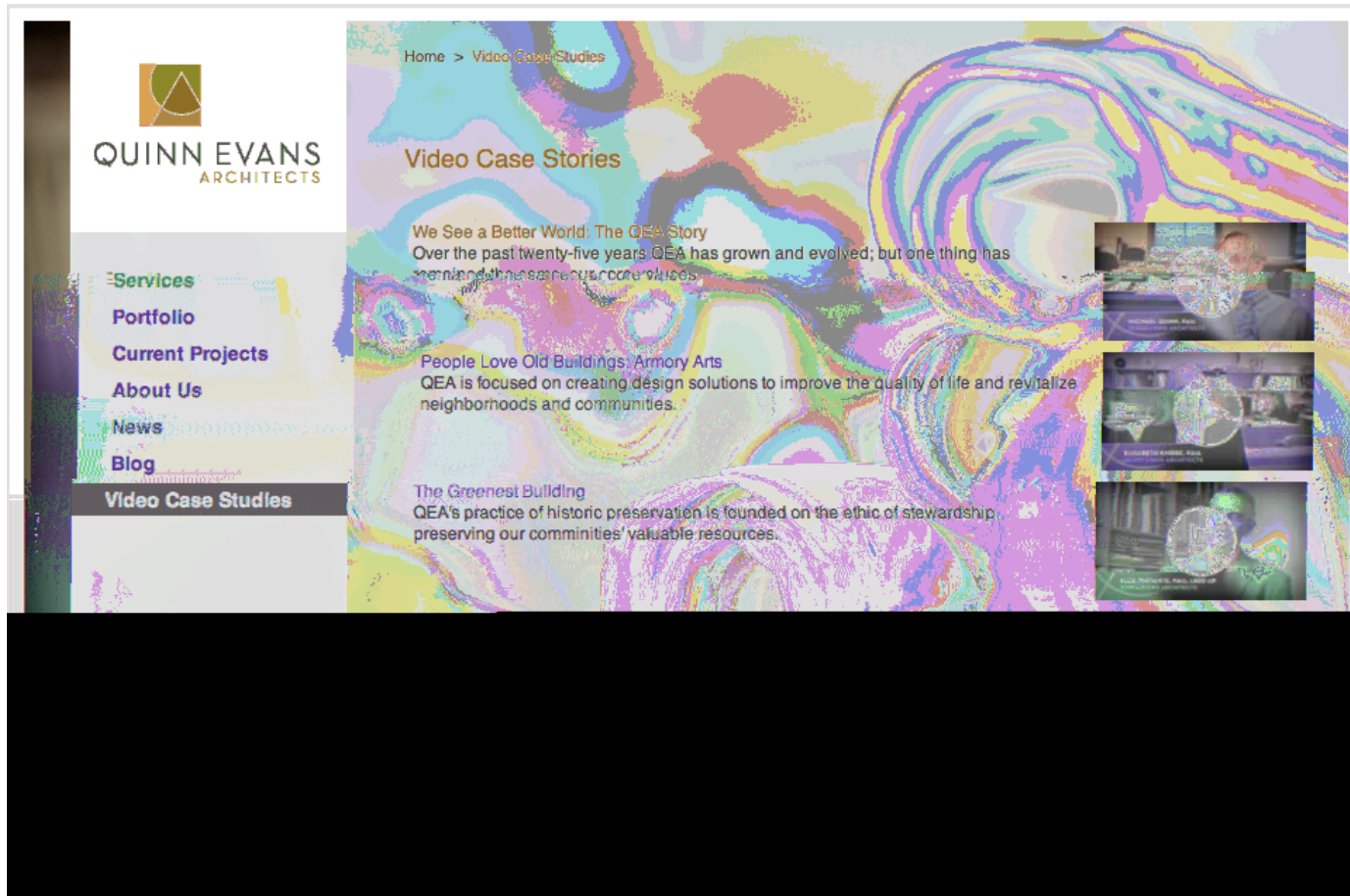
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Exceeding Client Expectations™

WHAT WE DO | WHO WE ARE | WORKING WITH US | RESOURCES



# Resources

[Home](#) > [Resources](#) > [Sample Scopes](#)

FAQs

Asphalt FAQs

Concrete FAQs

Restoration FAQs

Pressure Washing FAQs

Blog

**▶ Sample Scopes**

Seasonal Checklist

## Sample Scopes

Property Managers have been PCM Services' primary focus for more than two decades. Our long relationship with Property Managers and the fact that several former property managers serve on our team has provided us the experience, and framework to develop some sample scopes to provide to you.

We hope these sample scopes are helpful when thinking about repair & maintenance needs, and priorities for your property.

### Parking Lot/Garage Services

- ▶ [Sidewalk Repair](#)
- ▶ [Sidewalk Installation](#)
- ▶ [Curb and Gutter Repair](#)




Request an Estimate Now >

Property Managers: get through the year with resources just for you.

Go Now >

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home > Insights


Insights



Blog


[Are You Ready for ENERGY STAR® Portfolio Manager Upgrades?](#)  
Portfolio Manager, the ENERGY STAR® benchmarking tool for buildings, is scheduled to be upgraded this summer. Before several things that existing users should be aware of leading up to this change.

shaft  
dition



Publications

[Building Information Modeling \(BIM\) for Plumbing Design](#)  
GHT Senior Associate and Plumbing Section Head [James A. Yang](#), PE, CPD, LEED AP BD+C shares best practices on using Building Information Modeling (BIM) for plumbing design in Consulting-Specifying Engineer's August 2013 issue. He also discusses how the use of 3-D modeling software creates deeper project knowledge, delivers a more robust product, and can reduce total project costs.



Videos

[The USGBC Headquarters Series, Part 6: Saving Energy Through Water Efficiency](#)

"Because a DOAS operates at lower temperatures and uses only 20% of the air of a

requires two-thirds less space – even with the addition of shafts for the piping."

Want to Learn More?

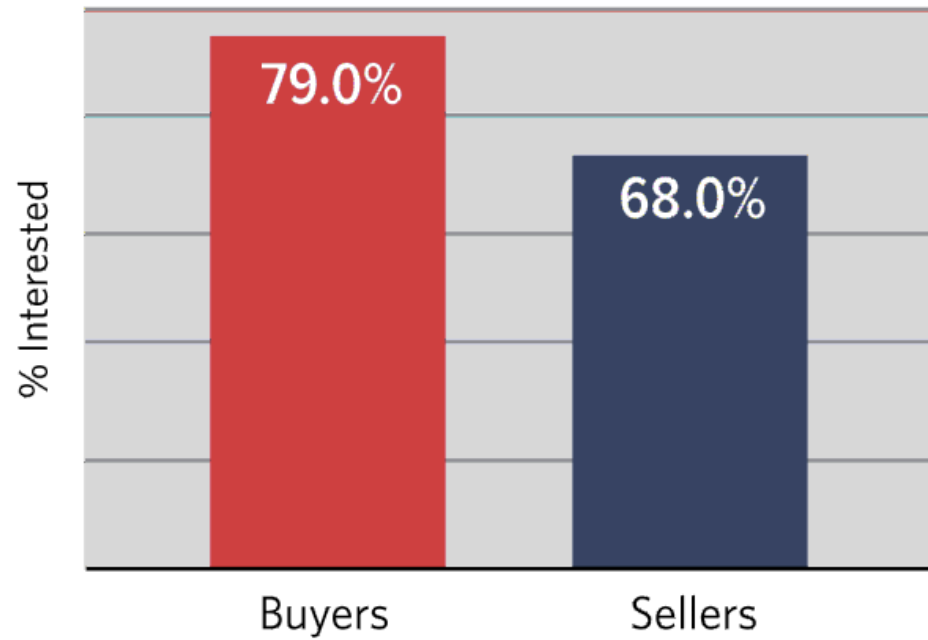
Find out more about Dedicated Outside Systems (DOAS) in our latest [white paper](#)

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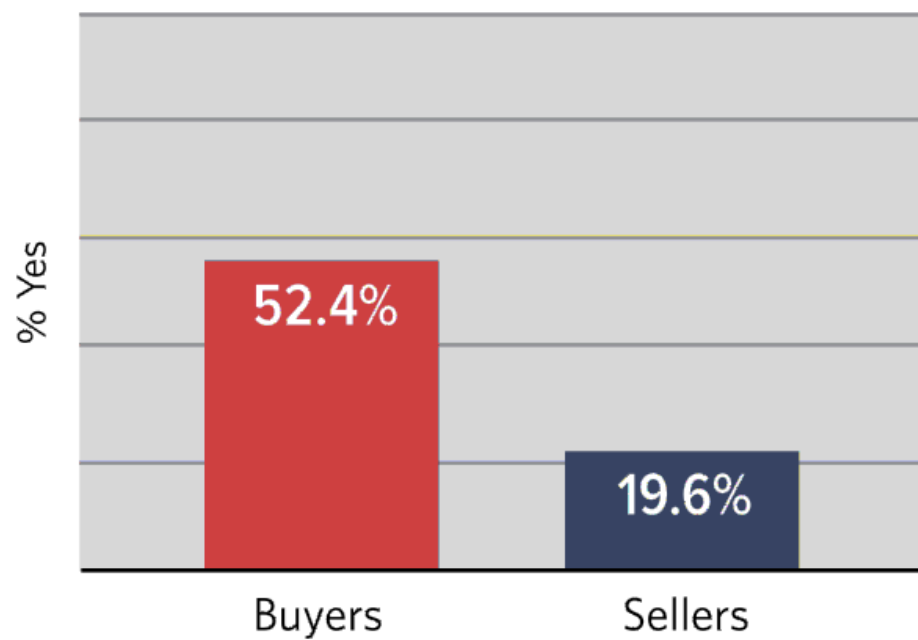




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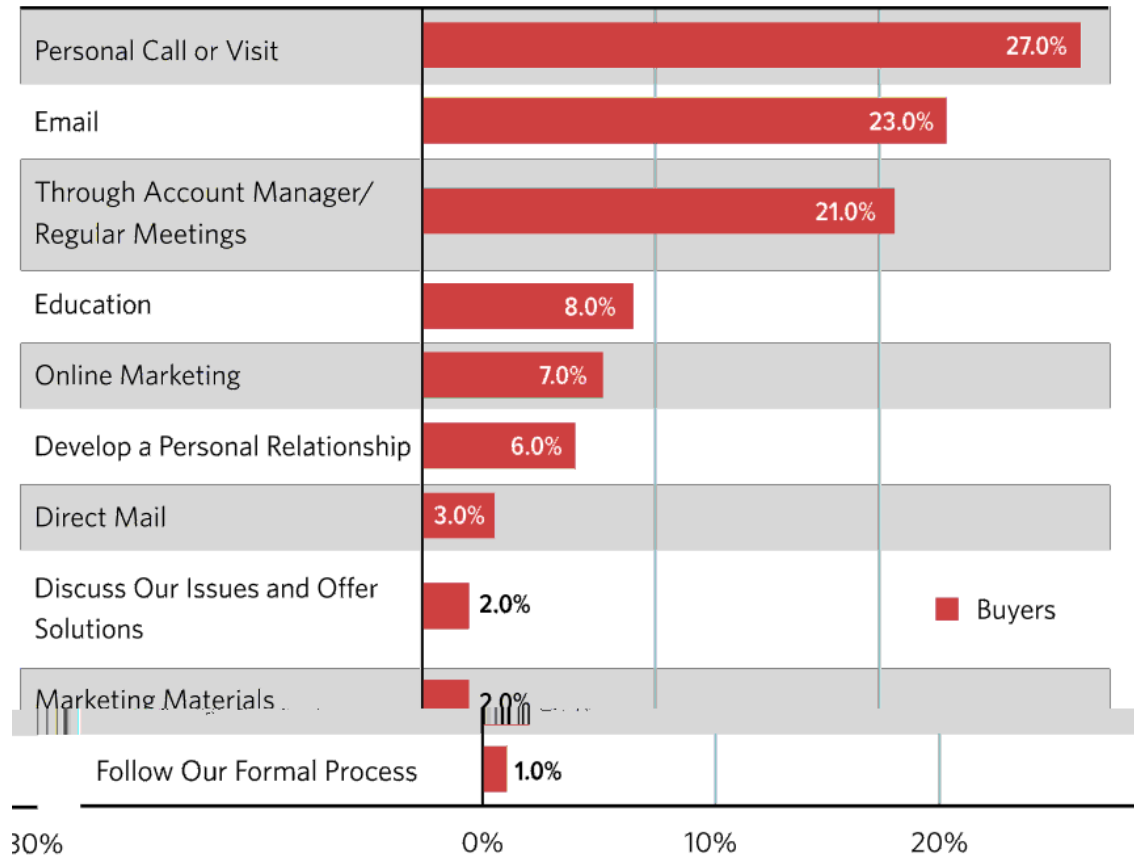


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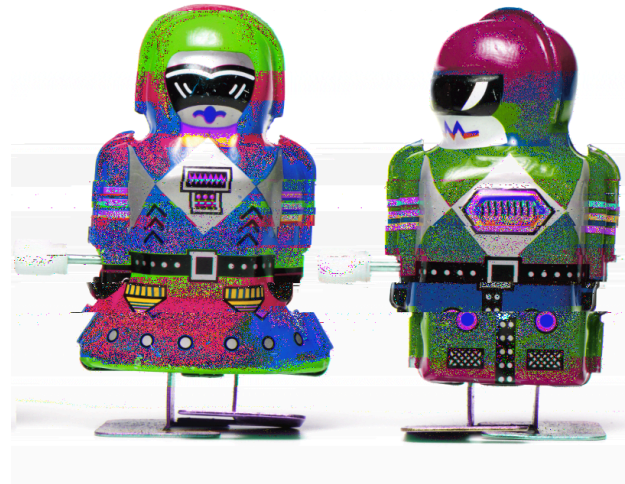
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# E

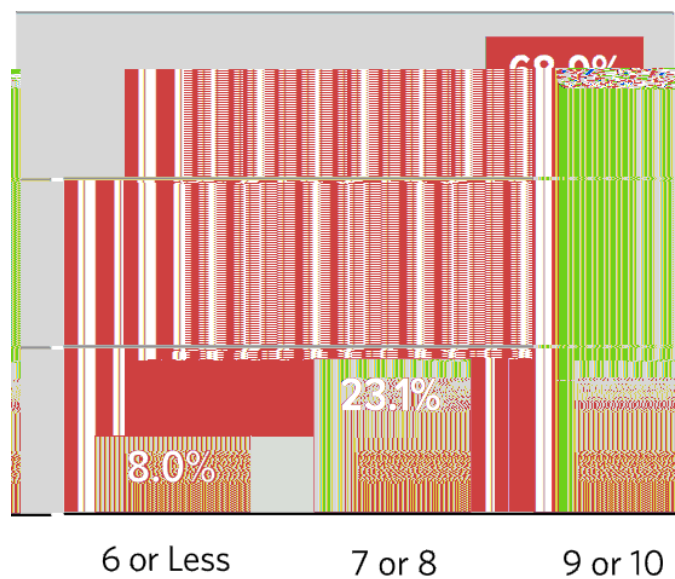
- › Have a dedicated relationship manager
- › Incorporate a review of business issues into our project plan
- › Identify opportunities and assess how our firm might help
- › Review issues and suggested approaches with clients



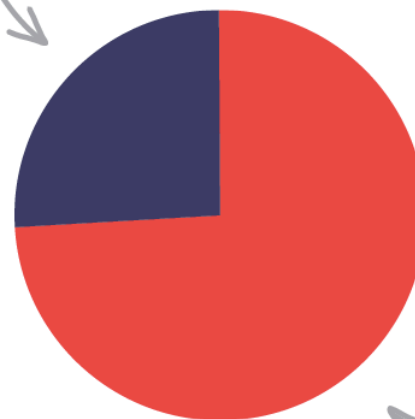


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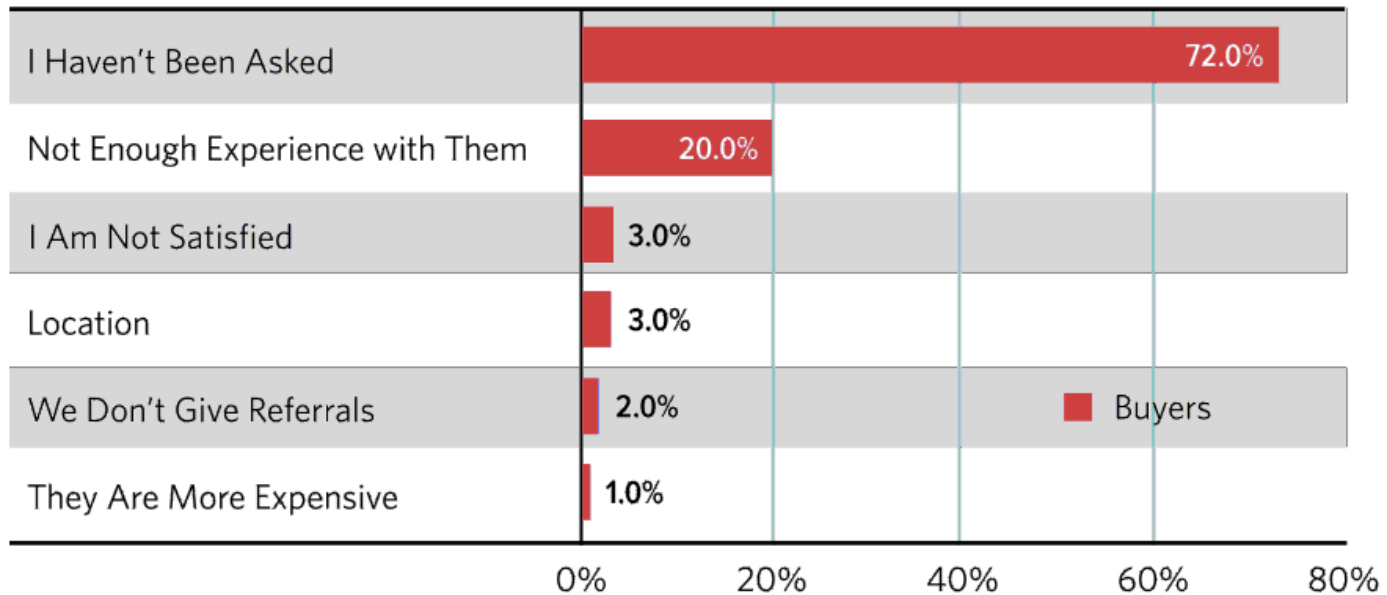
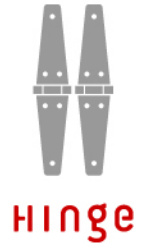
**26%**  
Haven't Referred



**74%**  
Already Referred

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1. Promote our best clients for referrals.
2. Articulate our area of expertise for referrals.
3. Make it easy for prospects and non-clients to make referrals through content marketing.

**E**

**-B**

- › Identify highest referral potential
- › Get permission
- › Ask for referrals if appropriate
- › Do a case study on clients and promote it

**B** : Make a video case study

- › Include them on a featured client list
- › Feature them on a panel at an event

E : D A



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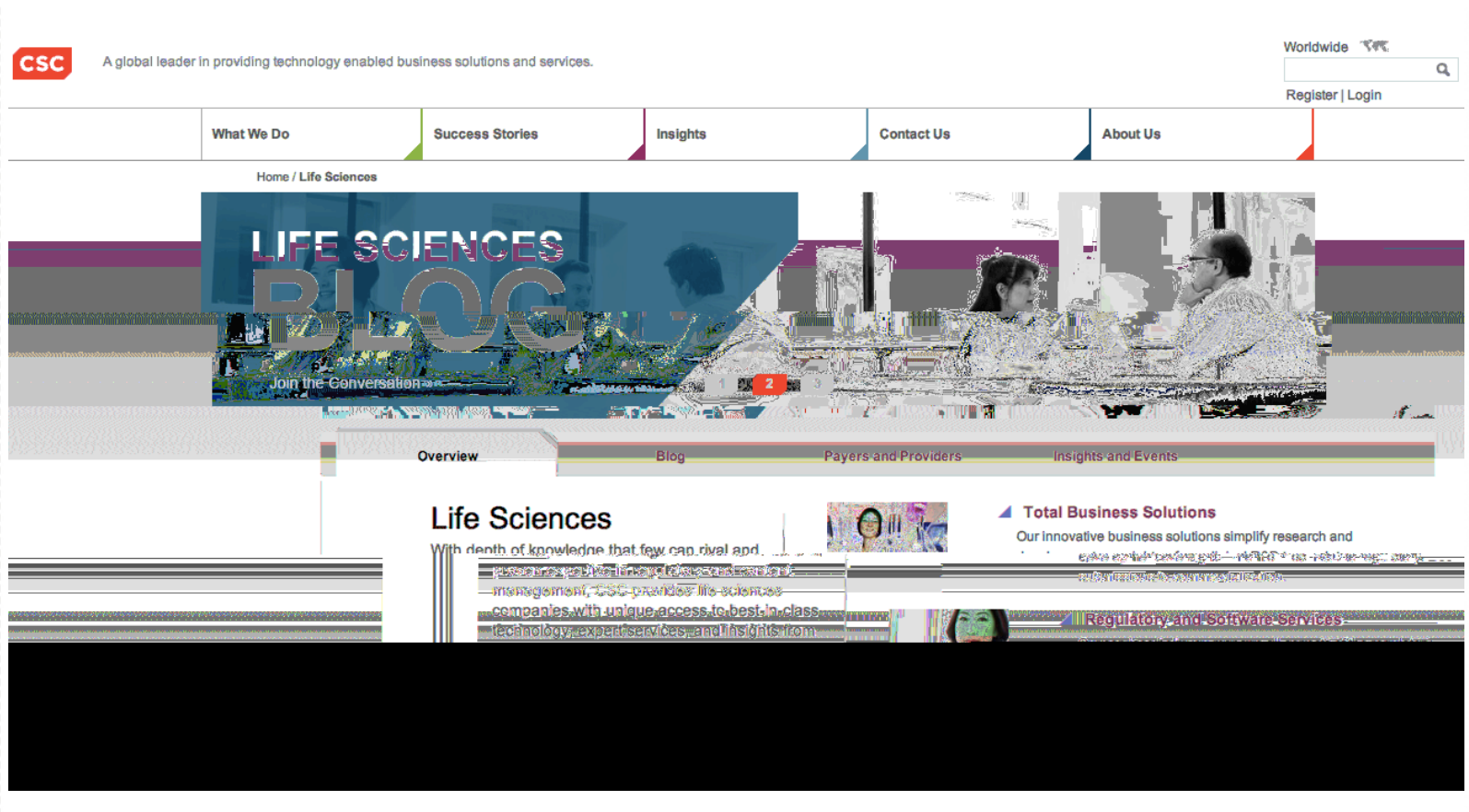
## -B

- › Create home pages for each industr
- › Develop a speciali ation-based conference
- › Conduct client or influencer interviews
- › Publish a speciali ation-based blog
- › Do a speciali ation-based research stud
- › Partner with speciali ation specific firms





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› Wide distribution of content

White papers

Webinars and Speaking Engagements

Research studies

Videos

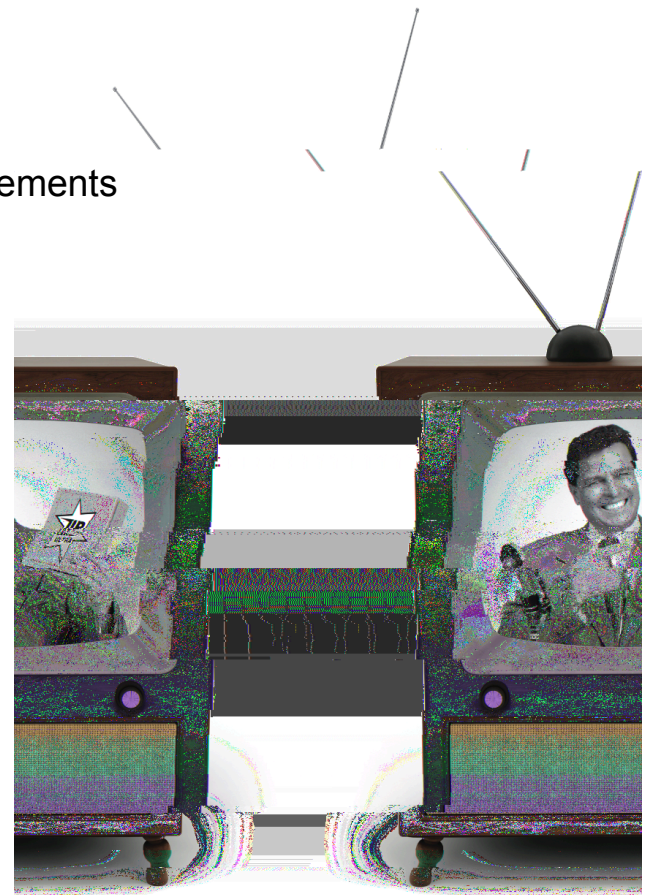
Books and Guides

Blog posts

Articles

Consultations

› Publish a signature piece





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E :

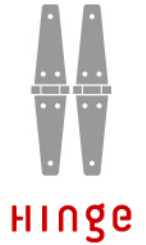
The screenshot shows the Intel Content Library website. At the top is a navigation bar with the Intel logo, a 'Menu' dropdown, and links for 'Find Content', 'Communities', and a search bar. Below the navigation bar is a 'Find Content' section with tabs for 'Content Library', 'Technical Documents', and 'Embedded Library'. A welcome message states: 'Welcome to the Intel Content Library. This library is a tool that can help you find more information on Intel products and topics. Select at least one of the filter options below and click Get Results to find the content you're looking for.' Below this are four filter categories: 'Intel\* Products', 'Products with Intel Inside\*', 'Audience', and 'Content Type'. Each category has a list of items with counts and expandable arrows.

Intel* Products	Products with Intel Inside*	Audience	Content Type
Cable Modems (9) >	Embedded Devices (55) >	Home Users (254) >	Ad Kit (6)
Client (27) >	Intel Signage (27) >	Monitors (502) >	Application Note (1) >
Digital Radio Products (1) >	In-Vehicle Infotainment (2) >	Embedded Developers & Engineers (500+) >	Backgrounder (3) >
InfiniBand (44) >	All in Ones (39) >	Educators (500+) >	Blog (5)
Intel* Chipsets (500+) >	Desktops (356) >	Executives (121) >	Catalog (1)
Intel* Cloud Client Workstations (86) >	Intel* Servers (500+) >	Gamers (59) >	Case Study (1) >
Intel* Ethernet Network Connections (500+) >	Laptops (200) >	Hardware Developers (94) >	Datasheet (17) >
Intel* I/O Controller Hubs (ICH) (2) >	Notebooks (52) >	Resellers (156) >	Design Guide (4) >
	Networking Devices (93) >	Small Business (128) >	Flowchart (2) >
	Software (500+) >		Manual (8) >

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✓ For webinar registrants only !



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How our marketing plan compares to best practices in our industry

How educating our audiences leads to more targeted traffic on our website and more qualified leads

Ways to prioritize our marketing strategies to build reputation online

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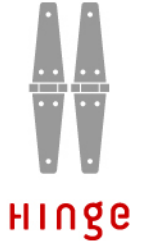
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