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Equipment Manufacturer

1.0 Marketing Vision

The Road Construction industry is poised to take advantage of the Economic Stimulus package but it will be determined by the bids that the road contractors win. Private-sector spending has come to a halt. Our marketing efforts must be spent on providing existing customers with the reassurance they need so that we are his first call when searching for equipment. We also must ensure that we can provide an adequate parts supply for our present customers. These are operational issues, more so than marketing ones, but it is an important part of our sales and marketing effort to be the easy choice for their needs and to provide local support during the prime paving system.

Our marketing plan takes a conservative approach in trying out some new communications methods. We have found that many of the customers we are reaching at the present time are seeking more direct contact. Since the audience is relatively well-known and in a geographic area, we are testing how best to use the new technologies before advancing.

1.1 Gap Dashboard

Our projected goals are listed below in the Gap Dashboard table.

Table: Gap Dashboard

Gap Dashboard	2009	2010	2011
Personal			
Speaking Engagements	13	14	15
Outbound Parts Calls	1,200	1,320	1,452
Sales Visits	360	396	436
Business			
New Customers Added	28	29	31
Repeat Customers	220	242	266
Testimonials	12	15	18
Tactical			
Increase Equip Referrals 1 to 3 per month	23	25	28
Launch Consignment program, state by state	7	8	8
Published PR articles	5	6	6
Strategic			
Interview Customers on Web needs	36	40	44
Develop more pass-thru leads	48	53	58
Customer Inv. Management beta	4	4	5

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2.0 Ideal Customer

Our customers are contractors in a seven-state area around our manufacturing location involved in the hot mix asphalt industry that are looking to upgrade, repair or replace their existing plant equipment. They appreciate our advice, support and consulting on equipment and production matters.

3.0 Remarkable Difference

No excuse, No additional charges, No additional time! We realize a job is not finished till you are back in production. Our company brings a wealth of experience in process knowledge, retrofitting and latest improvements in technology. This will enhance your existing equipment creating a more efficient and reliable end product.

4.0 Product/Service Innovation

Know: Newsletter of latest trends, designs, equipment for sale, and maintenance tips on equipment. Hearing what the underground says about the manufacturer's equipment that you own. We are a source of spare parts and knowledge on where to get some hard-to-find items.

Like: Alliances with brokers on used equipment so that we are a source for acquiring and dispersion of contractors' equipment. Having available parts and service for several lines makes us a source of phone calls to support their operation.

Trust: Recommendations, process knowledge shared to improve your existing products performance. Selling used equipment for the contractor provides additional level of trust.

Trial: Hands on sales force that provides unique opportunities for the contractor. Instead of just calling on the contractor to sell, you are also providing them a vehicle to be their sales agent. A mutual relationship is established.

Buy: Who is better to purchase from than the person that you work hand in hand with on acquiring and dispersing your equipment. Equipment updates are sometimes done during this transaction and being a single source is a great advantage.

Repeat: We provide ongoing service support, spare parts and ongoing used equipment purchases. Some equipment needs are reduced when jobs finish and the ability to sell this equipment keeps us in the loop with the customer.

Refer: Create relationships with equipment brokers and dealers on related equipment so that they are willing to refer contractors to you.

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5.0 Lead Generation Plan

Our best source of information is not media, but association with our customers and brokers. The need for equipment is directly related to age, size of jobs acquired and equipment purchases.

Provide technical assistance to brokers on equipment as needed. An in-house process equipment specialist develops these relationships to shore up the brokers' lack of technical knowledge.

Direct mail, E-zine and Telemarket the responsible party in contractor organizations about parts and new used equipment availability and price.

Monitor bid lettings or attend to see which contractors are getting jobs and seeing what equipment needs may be needed.

6.0 Lead Conversion Plan

Our follow-up system is needs-driven. Through our Lead Generation System our prospects are qualified and typically have used us in some manner through parts purchase or a used equipment transaction.

1. Spare Parts purchased:
 1. Monitoring of parts to recognize ongoing issues that may indicate replacement of equipment soon needed.
 2. Staying in contact with operators to understand future needs.
2. Brokers:
 1. Staying in contact on availability of equipment and what they are looking for.
 2. Provide alternative - New equipment - when they cannot find availability in market
 3. Provide additional source when competitor has a product for customer and they don't
3. Repeat Customers
 1. Provide value-added services as far as a maintenance program or monthly weekend tune-ups during peak production time.
 2. Monitor bid lettings for jobs acquired for which they may not have correct equipment.
 3. Update them on latest advancements on their individual equipment.

7.0 Service Experience

Create appreciation nights at statewide contractor events.

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7.1 Loyalty Product/Service Offerings

Existing customers will be called upon by a Sales/Service technician

Create sales opportunity within network for under-utilized or unused contractor owner equipment.

Seek parts warehousing for customer's equipment.

8.0 Critical Numbers

Our sales are tracked in individual product areas and contacts. Sales of each are posted as they happen in our inter-office intranet and are readily accessible by others outside. We will create positive mention of PR especially around customer updates which should increase our testimonial numbers.

8.1 Sales Forecast

We have taken a conservative effort this year in our sales forecast realizing that profit margins may erode and that equipment purchases may reduce. However, with most economic stimulus packages, the road industries are one of the first to receive monies and we are hopeful that it will play a resurgence in our industry. Contractors are being conservative, so if additional jobs are acquired, they will require updates to equipment and more parts supplied to their existing equipment.

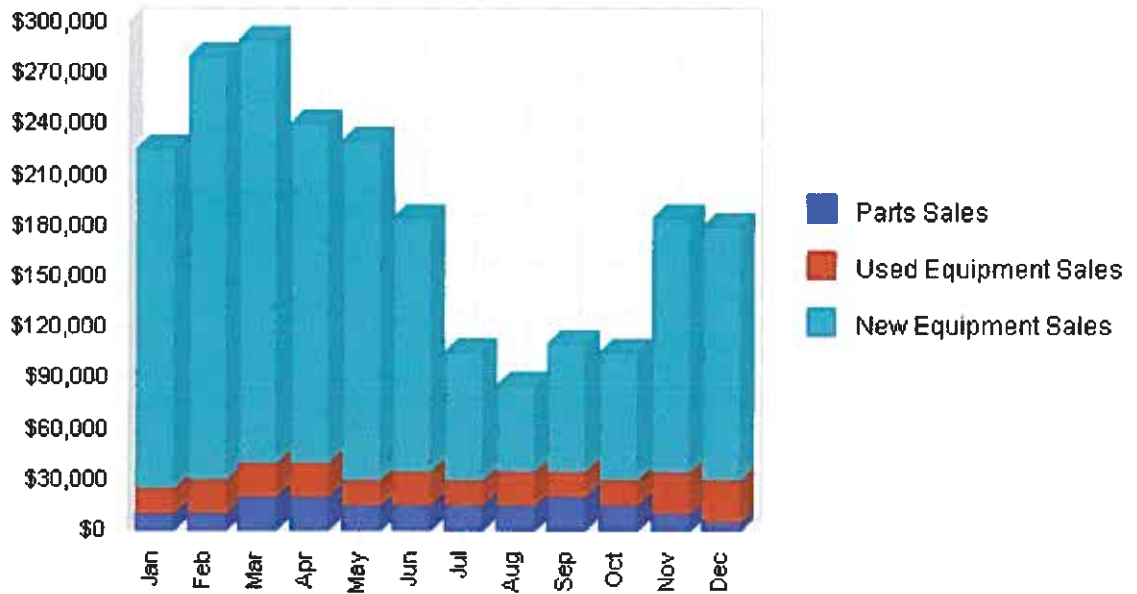
We are not looking for a surge in business but we certainly believe if our costs are kept in line that we can maintain and slightly increase sales. Gathering market share at this time may prove difficult as the larger manufacturers have equipment in stock that they will sell at reduced prices.

Table: Sales Forecast

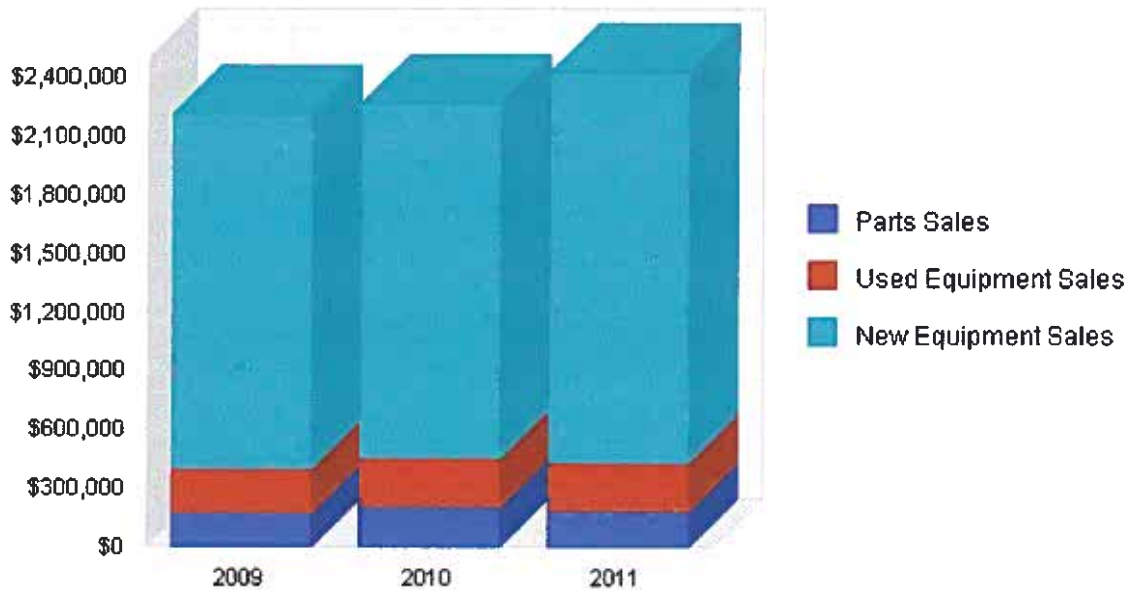
Sales Forecast			
	2009	2010	2011
Sales			
Parts Sales	\$170,000	\$200,000	\$180,000
Used Equipment Sales	\$225,000	\$250,000	\$250,000
New Equipment Sales	\$1,825,000	\$1,825,000	\$2,000,000
Total Sales	\$2,220,000	\$2,275,000	\$2,430,000
Direct Cost of Sales			
Parts	\$129,000	\$150,000	\$130,000
Used Equipment	\$45,000	\$50,000	\$50,000
New Equipment	\$1,650,000	\$1,650,000	\$1,800,000
Subtotal Direct Cost of Sales	\$1,824,000	\$1,850,000	\$1,980,000

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Sales Monthly



Sales by Year



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8.2 Marketing Expense Budget

Our monthly advertising for parts and used equipment availability is run primarily in three different magazines and one tabloid. It also includes any internet marketing that we do.

Direct mail and e-zines supplement the advertising message but in addition discuss more of our capabilities and industry information.

The event portion of our marketing seems to be the most valuable as we are able to put our technical people in touch with specific clients. We are apprehensive of this strategy at the present time. If contractors cut back on sending individuals to these events, an additional sales person may be needed.

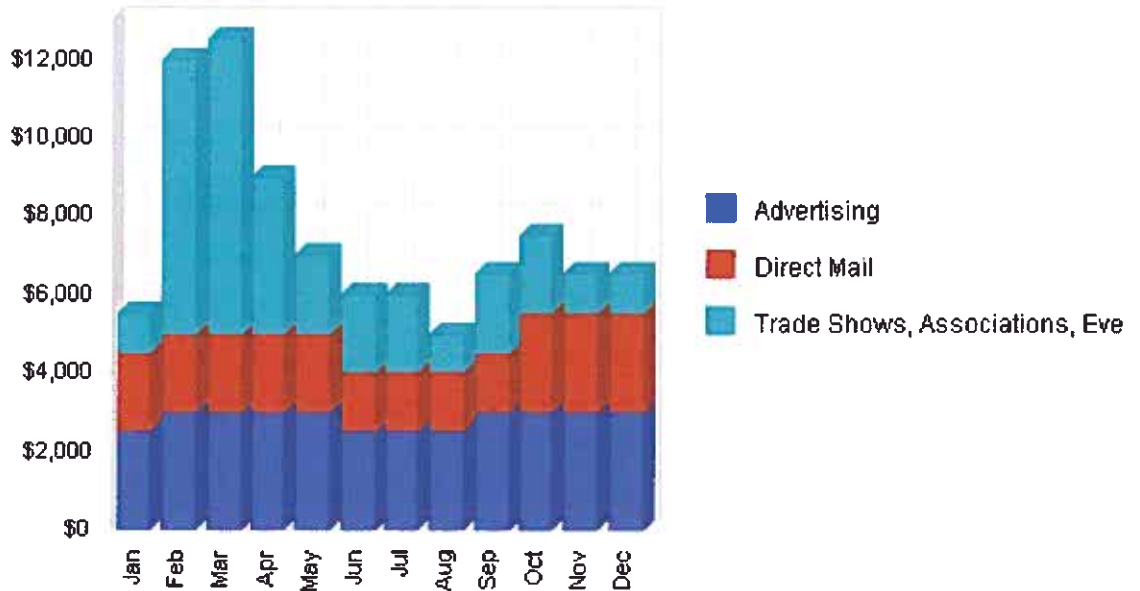
Our marketing budget this year is based on what has worked in the past. We are ready to move forward with additional ideas and methods but feel that the Economic Stimulus will dictate much of what happens in road construction. We are taking a wait-and-see attitude before implementing additional strategies. We are very encouraged by new marketing methods and hope that a few trial runs with service blogging and forums to create user participation will prove worthwhile.

Table: Marketing Expense Budget

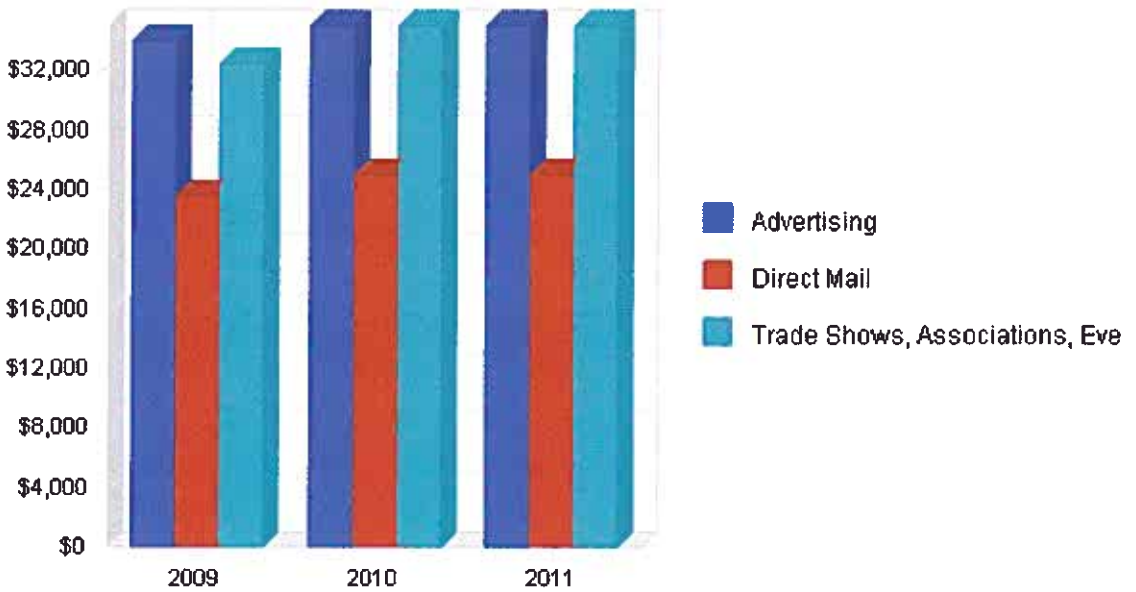
Marketing Expense Budget	2009	2010	2011
Advertising	\$34,000	\$35,000	\$35,000
Direct Mail	\$23,500	\$25,000	\$25,000
Trade Shows, Associations, Events	\$32,500	\$35,000	\$35,000
Total Sales and Marketing Expenses	\$90,000	\$95,000	\$95,000
Percent of Sales	4.05%	4.18%	3.91%

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Monthly Expense Budget



Annual Expense Budget



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8.3 Key Marketing Metrics

Our key numbers are somewhat skewed because of the mixture of products we sell, including seasonal purchases of new equipment, and greater number of parts and used equipment purchases during the paving season. A detailed summary of each product group is located outside of the marketing plan. This is just a summary.

Table: Key Marketing Metrics

Key Marketing Metrics	2009	2010	2011
Revenue	\$2,220,000	\$2,275,000	\$2,430,000
Leads	445	450	500
Leads Converted	41.67%	40.00%	40.00%
Avg. Transactions/Customer	4	4	4
Avg. \$/Customer	\$3,800	\$4,000	\$4,000
Referrals	24	25	25
PR Mentions	12	15	15
Testimonials	12	15	18
Other	0	0	0

Appendix

Table: Sales Forecast

Sales Forecast												
Sales	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Parts Sales	\$10,000	\$10,000	\$20,000	\$20,000	\$15,000	\$15,000	\$15,000	\$15,000	\$20,000	\$15,000	\$10,000	\$5,000
Used Equipment Sales	\$15,000	\$20,000	\$20,000	\$20,000	\$15,000	\$20,000	\$15,000	\$20,000	\$15,000	\$15,000	\$25,000	\$25,000
New Equipment Sales	\$200,000	\$250,000	\$250,000	\$200,000	\$200,000	\$150,000	\$75,000	\$50,000	\$75,000	\$75,000	\$150,000	\$150,000
Total Sales	\$225,000	\$280,000	\$290,000	\$240,000	\$230,000	\$185,000	\$105,000	\$85,000	\$110,000	\$105,000	\$165,000	\$180,000
Direct Cost of Sales												
Parts	\$7,000	\$7,000	\$14,000	\$14,000	\$12,000	\$12,000	\$12,000	\$12,000	\$16,000	\$12,000	\$7,000	\$4,000
Used Equipment	\$3,000	\$4,000	\$4,000	\$4,000	\$3,000	\$4,000	\$3,000	\$4,000	\$3,000	\$3,000	\$5,000	\$5,000
New Equipment	\$180,000	\$225,000	\$225,000	\$180,000	\$180,000	\$135,000	\$70,000	\$45,000	\$70,000	\$70,000	\$135,000	\$135,000
Subtotal Direct Cost of Sales	\$190,000	\$236,000	\$243,000	\$198,000	\$195,000	\$151,000	\$85,000	\$61,000	\$89,000	\$85,000	\$147,000	\$144,000