

Global Promise

The Most Cost Effective &
Profitable Strategy to Sell
Products & Services into
Western Markets

The Challenge

- Europe & North America Are The World's Best Marketplaces
 - Consumer Products
 - Manufacturing & Industrial Needs
 - Domestically
 - Out-Sourcing
 - Trade Relationships & Partnerships
- Introducing **MOST** Cost Effective Strategy Every Business **MUST** Consider When Planning & Managing Market Entry!

How Much Does It Cost You To Get and KEEP A New Customer?

- Finding Potential Customers
- Preparing Your Marketing Presentation
- Meetings & Travel
- Competition Hurdles
- Thousands? Tens of Thousands?
- Now Reduce That Estimate By 10 Times!

This Is GLOBAL PROMISE!

The Typical Agenda Of A New Client

- The Need To Acquire Products & Services
- The Need For Product / Service Performance
- The Desire To Achieve These Goals With Appropriate Products / Services At A Cost That Will Deliver The Clients' Projected Profits.

Typical Market Entrance Procedure

- Find A Reliable Exporter
- Find A Reliable Importer
- Find A Suitable Distributor
- Find A Suitable Wholesaler
- Find A Suitable Retailer
- Sit Back And Hope Your Products Sell

There Is A Better Way – A Much Better Way!

The Middlemen Today

There was a time when all these “Middlemen” took the time, effort and expense to ‘sell’ products & services.

Today they are in the real estate business. They’re just selling you their Shelf Space!!!!

“What are YOU, Mr. Manufacturer, doing to move YOUR products off our shelves!”

“We don’t want to do anything.”

Imagine The Possibilities

- Creating TRUE End Users That Demand YOUR Products Over Your Competition's Products
- Suddenly Suppliers & Retailers Vying For YOUR Business!
- By Incorporating This New and Up-To-Date Strategy, Your Competition Is Left Behind Wondering What Happened!

This Is GLOBAL PROMISE!

Here's How!

We create, produce and disseminate a market-specific Direct Response Marketing Campaign CUSTOMIZED for YOU!

Together, we build a Demand for Your products & services Directly with your Buyer and/or your Consumer.

This Is GLOBAL PROMISE!

Step #1

Define your product's USP!!

A "USP" is its Unique Selling Proposition.

It's the 'Emotion' your product or service generates.

A USP is never based on price!!!!

Why does a Rolls-Royce sell for hundreds of thousands more than other luxury cars?

Is a diamond from Cartier any more valuable than the same quality diamond from some other source?

Why are Buyers and Consumers willing to pay a fair price rather than seeking the cheapest bid?

Because they 'emotionally' justified the NEED to do business with YOU!

NEED vs WANT

It is always best to have
your *customer* **‘NEED’**
your products /
services rather than to
just **‘WANT’** them.

Step #2

We will Precisely define your highest potential markets.

We will Precisely help you define your product / service USP

Step #3

We will create, produce,
disseminate and manage
an entire individually
CUSTOMIZED

Direct Marketing Campaign.

Net Effects

The Direct Marketing Campaign We Build For YOU Will:

- Endear your end-customer to You
- Create a demand for Your product / services that middlemen can not ignore
- Reduce your need to compete based on pricing structure alone
- Produce an ongoing market for Your new products / services.

The Purpose of a Direct Marketing Campaign

Companies spend fortunes attempting to gauge the size and value of a market. And all their expensive research only gives them projections, potentials, & possibilities.

With our Technology and Creativity, you can only imagine the POWER of knowing in advance the size, depth, and profitability of a market BEFORE investing your hard earned capital!

This Is GLOBAL PROMISE!

Cost Comparison

Typical Market Campaign Entry Costs:

- Distributor Acquisition or Physical Presence
- Training
- Research without Reliability
- Inventory & Warehousing
- Sales Staff
- Management & Support Staff
- Marketing & Sales
- Advertising
- Presentation Pieces
- Travel & Meetings
- Typical Budgets Begin At €500,000
- *Sit Back And Only Hope You've Made The Right Decisions*

Direct Marketing Campaign Costs:

- Define Customer Base
- Build a Direct Response Campaign
- Typical Budgets Begin at €50,000
- *Base Your Growth On Factual Sales & Profit Data.*

FACT: The cost for all non-Post-Office-Delivered media (TV, Radio, Print, etc.) for a Direct Response advertisement is 80% to 90% off Rate-Card.

FACT: For the cost your company will pay to manage a basic Focus-Group, your company's products will be on the market producing accurate results and profits.

RESULTS!!!

Does This Strategy Really Work?

Well, we did it for *Bose Electronics*. When they couldn't sell their €300 Clock Radio in any retail outlet, we put them in Direct Response.

Today, their product, which sells for 3 times more than their closest competitor, is #1 in the marketplace.

And *Bose* is just one of many, many examples.

FAQ's

- **Don't we need a physical presence or product warehousing in each market?**

- No. Initially we will be testing the market potential. When your profits justify a physical presence, you will be able to underwrite these costs using profits rather than risking capital.

- **Without local warehousing, how do we get inventory to the customer?**

- Today's international carriers are battling for your business. They will pick-up and deliver anywhere in the world for far less than having to build, ship, store and manage off-site inventories.

- **What about Customer Service Issues?**

- In some cases a company may elect to align itself with a local service provider. In most cases, off-shore customer service, which is already the norm, will work.

- **What's the turn-around time to get such a project up and running?**

- Allow 90 days!! That's an accurate time schedule for most campaigns.

- **Will Global Promise work with non-consumer products?**

- Without question! Your goal is to sell as many of your products as you can make, to find customers for all your services. Global Promise delivers the results you **NEED** in the most cost effective method utilizing today's technology.

How To Get Started

1. A Review of Your Needs Is Accessed.
2. Management Consulting Agreement
3. A 10% Deposit of the Campaigns Budget.

Now You Can Get The Bottom Line You Need!

This Is The GLOBAL PROMISE!

It's Your Decision

“Profits Are Not Derived From Technology Alone But From The Effective Use Of That Technology.”

You Now Have The Knowledge
& Power To Take Control Of
Your Company's Destiny.

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