



GROWTH
PLATFORM

POWERED BY
DEMAND METRIC

WHO ARE WE?



Demand Metric is a global research & advisory firm helping global B2B Enterprises grow revenue by *building in-house commercial capabilities*.

The Growth Platform™ contains the ***world's most trusted set of practical tools & playbooks*** for Growth Strategy, Strategic Marketing, Product Management, Sales & Commercial Excellence, Project Management, and Leadership.

Our experts work with **Harvard, MIT, Stanford, Carnegie Mellon and US Olympic team (Master Coach)** to unlock peak performance, and we've licensed our "*DIY Consulting Toolkit*" to 6,500+ companies in 110 countries globally.

Strategic partnerships



PROBLEMS WE CAN HELP YOU SOLVE



1. **Not hitting revenue growth targets** set by the board
2. **Less than expected ROI** from new product introductions
3. **Pipeline of new business** is not growing fast enough
4. **Customers don't want to buy** what R&D is building
5. **Slow, chronically delayed** product launches
6. **Misalignment of priorities** across functional leaders
7. **CEO/Board are losing confidence** in team's ability to execute

OUR VALUE PROPOSITION



*Imagine if McKinsey, Bain, and Boston Consulting Group provided clients with access to the **analysis tools, deliverable templates, slide decks, and resources** they equip their consultants with to deliver consulting engagements... **that's essentially what we've invested 10M+ to build.***

- ✓ We believe that **building in-house commercial capabilities** is the key to sustainable growth
- ✓ Your people can **execute more effectively** with “DIY consulting” playbooks & toolkits
- ✓ Our team of experts is here to provide coaching, guidance, and support - **only if** you need it

Some clients call us the “**anti-consulting**” firm – and we kinda like it.

HOW WE HELP YOU



- ✓ **Save time** on projects with our professional DIY resources
- ✓ **Equip your team** to punch above their weight class
- ✓ **Look brilliant** to your boss, peers, and CEO/Board
- ✓ **Request new tools** specific to your needs, and we'll build them
- ✓ **Ask questions & get support** with “office hours” 2x a week
- ✓ **Get benchmark data** and stay current with our research studies

TRUSTED BY 6,500+ CLIENTS SINCE 2006

accenture

PNC

CORNING

Roche

MITSUBISHI
CHEMICAL
GROUP

StanleyBlack&Decker

Quanex
building products

Pfizer

Dow

Marriott

COVIDIEN

Allstate
You're in good hands.

Sika

3M

Schneider
Electric

Abbott
Point of Care

EASTMAN

BECKMAN
COULTER

IRON MOUNTAIN

TOYOTA

at&t

CATERPILLAR

THE TEXAS A&M
UNIVERSITY SYSTEM

Microsoft

MicroStrategy

HERSHEY'S

Honeywell

McAfee
An Intel Company



hp

ThyssenKrupp

invitrogen
part of life technologies

BASF
The Chemical Company

EMERSON

MARSH

PitneyBowes

American Standard
HEATING & AIR CONDITIONING

FLUOR

AMD

SIEMENS

WHAT CLIENTS ARE SAYING...



Ron Denoo · 1st

Senior Director - Market Strategy Development - Global

March 17, 2023, Ron was Jesse's client



Jesse and Demand Metric have been a great partner in helping us to retool our growth engine. In addition to their useful templates, I have worked closely with them to conduct workshops, develop custom documents, provide coaching and other essential tasks and I have been extremely pleased with the results. Their service level is top-notch and they really commit as a business partner to help you improve. I highly recommend them.

SUBSCRIPTION PLANS

FEATURES & BENEFITS	Professional	Corporate	Enterprise
Growth Platform™ - access to 650+ customizable, “DIY Consulting” Playbooks & Toolkits to save time and look brilliant!	✓	✓	✓
Consultant Incubator™ – sharpen your consulting skills	✓	✓	✓
Growth Playbook™ - a customized Growth Strategy & GTM Planning Playbook & Toolkit (co-branded with your logo/colors)	✓	✓	✓
Growth Project™ - 90-days of on-the-job coaching to build a commercial capability, while engaging your team to solve issues		✓	✓
Growth Workshop™ - a customized 2-day workshop (on-site) to align your team with an experienced, expert facilitator			✓
Licensed Users – who can access the Growth Platform™	1-5	6-15	Unlimited
Annual Investment – save a ton on consulting & training!	\$24,000 USD	\$48,000 USD	\$96,000 USD



TOOLBOX

POWERED BY DEMAND METRIC

1,000+ PRACTICAL PLAYBOOKS & TOOLS



TOP SALES ENABLEMENT TOOLS

1. Sales Playbook Template
2. Sales Process Analysis Tool
3. Sales Rep Skills Assessment
4. Sales Operations Assessment
5. Key Account Plan Template
6. Key Account Planning Workbook
7. Growth Opportunity Canvas
8. Stakeholder Analysis Matrix
9. Bid / No-Bid Analysis Tool
10. Consultative Selling Playbook
11. Sales Enablement Roles Matrix
12. Competitor Battlecard

Sales Process Analysis

Sales Process	Prospecting	Qualification	Demonstration	Proposal	Contract
Buying Process	Research	Discovery	Consideration	Decision	Implementation
Description	Identification of problem or business opportunity	Search for solutions to problems/opportunities	Assess alternatives and gather info on solutions	Goal is to purchase the product/service that satisfies the need	Did the purchase accomplish its objectives?
Buyer Activities	Buyer becomes aware of a problem or opportunity	Buyer finds our solution and competitive solutions	Buyer evaluates solution demos and starts trials.	Buyer makes decision to buy or not buy a solution	Buyer reviews product or service and becomes an enthusiast
Buyer Questions	Do I need this? What are my requirements?	What differentiates you from your competitors?	Is this solution easy to use? How?	How can I prove a Return on Investment?	Is the solution providing value?
Seller Activities	Identify and engage buying committee members & accounts to probe for				
Duration	1 Day				
Influencers	Thought Leaders, Bloggers				
Content Types by Stage	Connection Requests LinkedIn Direct Messages Chat Scripts Problem-Oriented Content				
Gaps and Urgent Issues to Resolve	What needs to be done to buy and sales rep to go this stage successfully?				

Key Account Plan

Account Name	Account Team	Status	Objectives												
Enter account name here	Who is leading this team? Who is supporting?	What is the current situation at this account?	What are your key objectives for this account? What are your goals in the short & long term?												
Account Overview What does this account do?	Opportunities What are the key products & services that we could sell to this account? Include # user seats, etc. Current Products & Services (renew or expand) New Products & Services (cross-sell)		Key Stakeholders Who is on the buying committee influencing the decision to purchase? Include their name, title and role												
Value Proposition & Key Messages Why will this account choose us to work with?	Revenue Forecast <table><thead><tr><th>USD (\$)</th><th>1 Year</th><th>3 Years</th><th>5 Years</th></tr></thead><tbody><tr><td>Revenue</td><td>100K</td><td>2M</td><td>6M</td></tr><tr><td>Profit</td><td>60K</td><td>800K</td><td>2.5M</td></tr></tbody></table>		USD (\$)	1 Year	3 Years	5 Years	Revenue	100K	2M	6M	Profit	60K	800K	2.5M	Customer Goals What are the top goals and priorities for this key account?
USD (\$)	1 Year	3 Years	5 Years												
Revenue	100K	2M	6M												
Profit	60K	800K	2.5M												
Challenges & Risks What do we need to overcome to grow this account?	Competitors Who are we competing with at this account?		Action Plan What do we need to do to move opportunities forward with this account?												
Regional Dynamics Where is the purchasing decision made? Where are key stakeholders located?			Needs / Pain Points What are the pain points that we can alleviate at this account? Can you quantify this pain in terms of \$?												

102

114

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TOP GROWTH STRATEGY TOOLS

1. Growth Opportunities Canvas
2. Critical Problems Prioritization
3. Problem Solving Options Analysis
4. Skills & Capabilities Gap Analysis
5. Root Cause Analysis Tool
6. SWOT Analysis Tool
7. Scenario Planning Tool
8. Strategic OKR Project Plan
9. Key Decisions (Start, Stop, Continue)
10. Business Strategy Canvas
11. Strategy Execution Plan
12. Assumptions Validation Plan

Growth Opportunity Canvas

MARKET SEGMENT & SIZE Which segment in the market is this opportunity for? What is the total addressable market (TAM) and share of market (SOM) you think you can capture?	APPLICATION Describe the application at a high level.	PRODUCT(S) List all relevant products for this opportunity.	MARKET ATTRACTIVENESS What is the expected growth rate for this market? What are the estimated margins for our product? What is our ability to win?
GUIDING POLICY / WINNING STRATEGY How would you recommend the customer solve the problem? Why is your solution unique? What is it about your approach that is novel and not easily replicable? Is there a window of opportunity to meet the market need?	Customer Problem Describe your customer's situation, problem, implications, and options they may consider to solve it. Be specific about any technical requirements that need be met.		Chance to Win 100% SMALL WINS NEEDLE MOVERS
ASSUMPTIONS & DEPENDENCIES What would need to be true for this to be that we can take advantage of?			
DIVISIONS & FUNCTIONS IMPACT Which divisions and functional areas need to take advantage of this opportunity?			
TARGET CUSTOMER ACCOUNTS List the top 5-10 customer or prospect accounts that would target with this opportunity.			

Business Strategy Canvas

Vision – what is your winning aspiration?

Share

Supply Chain – where do you want to play? (highlight relevant parts of supply chain)

Raw Material → Tier 2 Supplier → Tier 1 Supplier → Producer → Distributor → Retailer → Customer

Target Markets & Segments

Which markets and segments do you plan to target?

Financial Goals

Revenue (\$), Growth (%), Gross Margin (%), Contribution (\$)

Product Lines & Brands

- Product Line 1 – enter brands
- Product Line 2 – enter brands
- Product Line 3 – enter brands
- Product Line 4 – enter brands
- Product Line 5 – enter brands

Differentiators (how to win)

- Enter 1 - describe key differentiators that give you the right to win
- Enter 2 - describe key differentiators that give you the right to win
- Enter 3 - describe key differentiators that give you the right to win
- Enter 4 - describe key differentiators that give you the right to win

Strategy

- Diagnosis – define the critical problem to solve, along with the crux or most difficult element.
- Guiding Policy – what approach do you recommend?
- Coherent Actions – what is the high-level action plan to solve the problem?

Potential M&A Targets

- Target 1 - (revenue, HQ location, # sites)
- Target 2 - (revenue, HQ location, # sites)
- Target 3 - (revenue, HQ location, # sites)

Product Optimization & NPd Projects

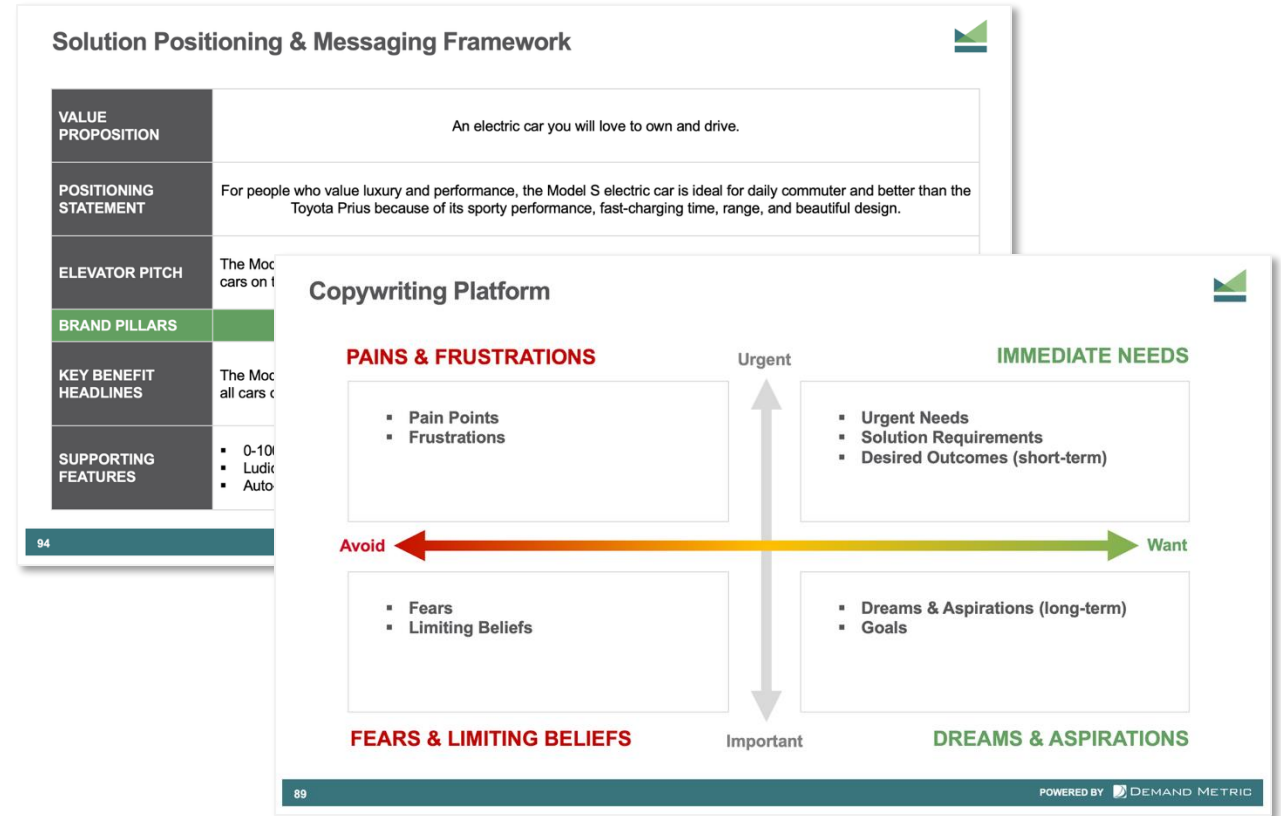
- Project 1 – list any process or product improvement projects you have planned and required capex.
- Project 2 – list any process or product improvement projects you have planned and required capex.
- Project 3 – list any process or product improvement projects you have planned and required capex.
- New Product Development – describe the new product

Growth & Sustainability Initiatives

- List any specific growth initiatives that are required to support the implementation of your strategy.
- List any specific programs for improving sustainability

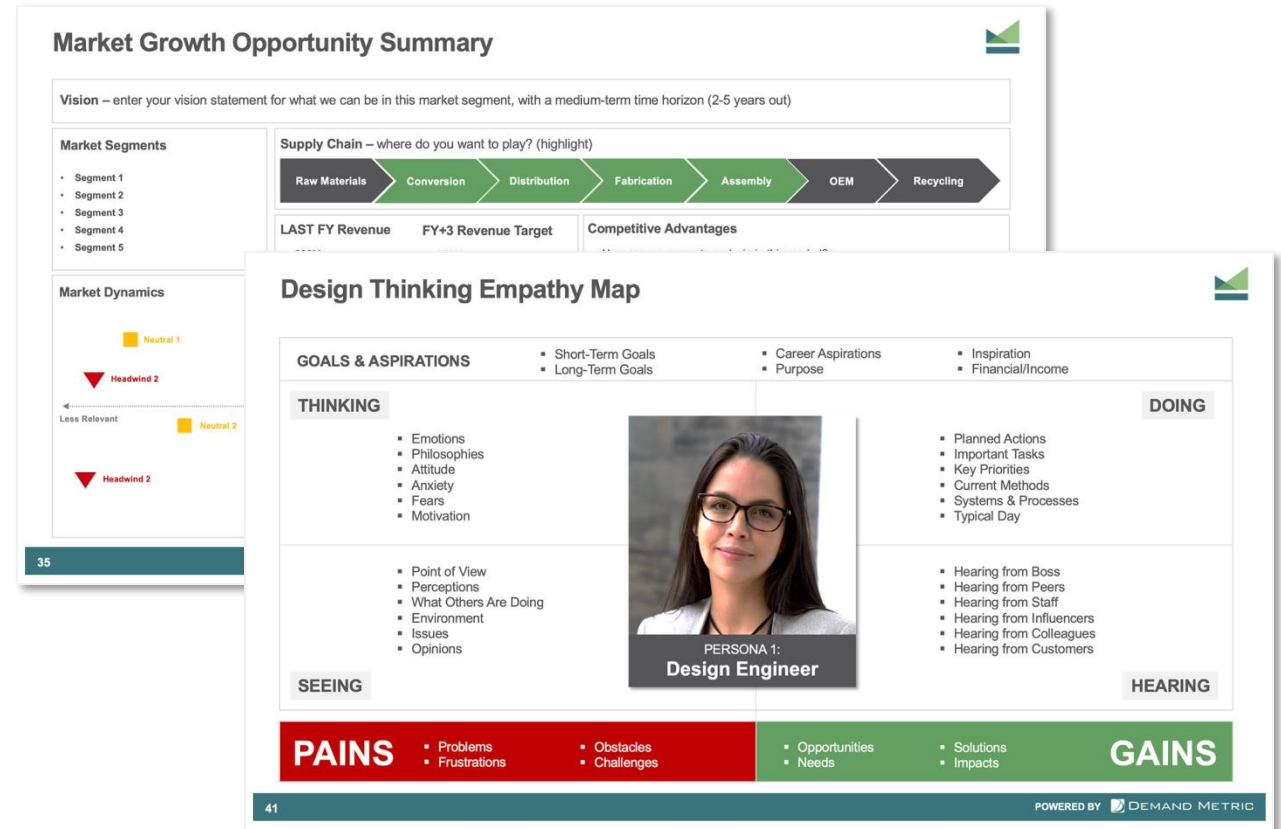
TOP PRODUCT MARKETING TOOLS

1. Positioning & Messaging Framework
2. Value Proposition Analysis Tool
3. Unique Selling Proposition Tool
4. Product Launch Plan
5. Product Launch Checklist
6. Marketing Campaign Plan
7. Buyer Personas Worksheet
8. Ideal Customer Profile
9. Content Mapping Template
10. Copywriting Platform
11. Agency Management Playbook
12. Creative Brief Template



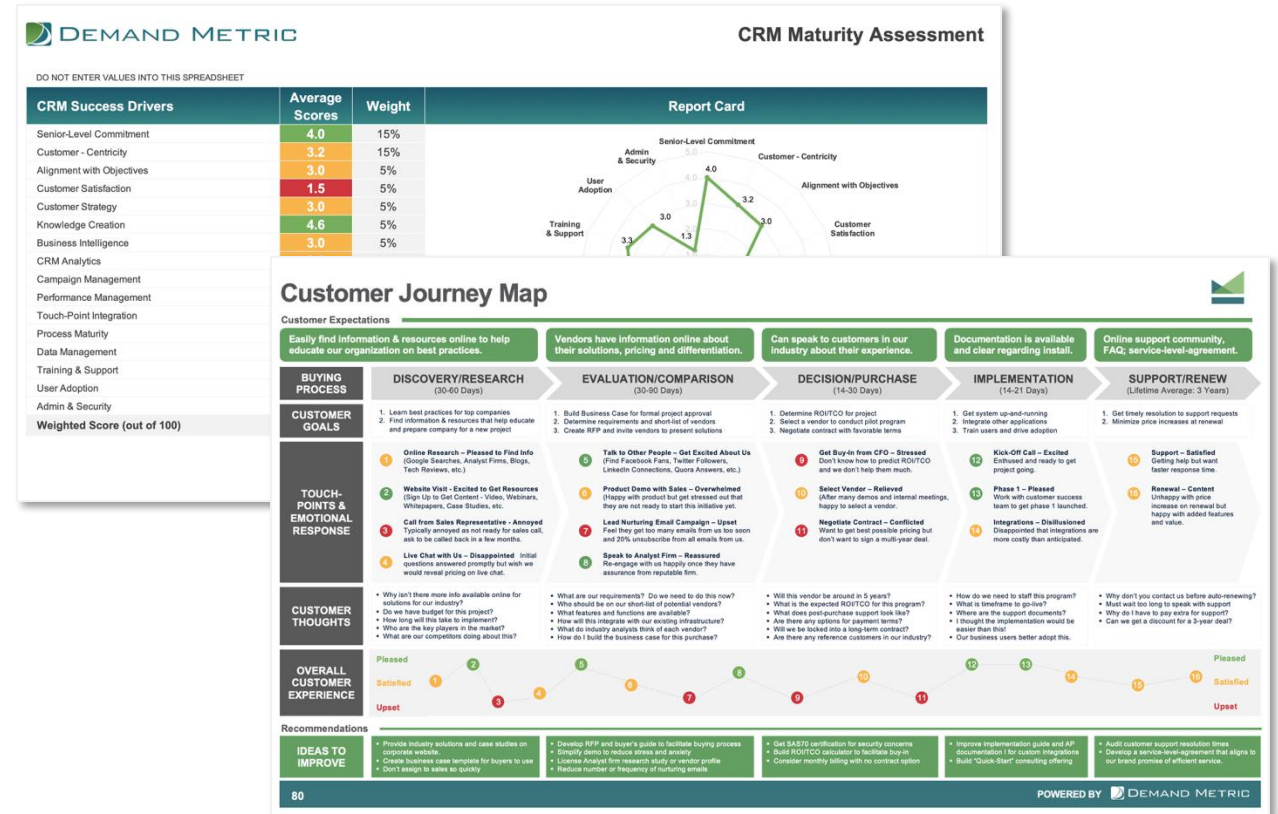
TOP PRODUCT MANAGEMENT & NPD TOOLS

1. Product Development Process Diagram
2. Solution Business Model Canvas
3. Market Research Plan Canvas
4. Design Thinking Empathy Map
5. Customer Problems / Features Map
6. Market Segmentation Analysis Tool
7. Market Dynamics Analysis Tool
8. STEP Industry Analysis Tool
9. Market Requirements Document
10. Product Features Prioritization Tool
11. Product Vision & Roadmap
12. Product Positioning Worksheet



TOP CUSTOMER ENGAGEMENT TOOLS

1. CRM Maturity Assessment
2. CRM Requirements Roadmap
3. CRM Project Plan
4. CRM Playbook & Toolkit
5. Customer Journey Map
6. Customer Engagement Maturity Model
7. Customer Engagement Roles Matrix
8. Customer Engagement Strategy Plan
9. Customer Centricity Checklist
10. Customer Lifetime Value Calculator
11. Net Promoter Score Calculator
12. Voice of Customer Vendor Evaluation



650+ PRACTICAL TOOLS & TEMPLATES



Agreement Templates (9)

Alignment Tools (5)

Analytical Tools (42)

Assessments (43)

Benchmark Reports (9)

Best Practices Reports (18)

Budget & Finance Tools (25)

Business Case Templates (11)

Calendar Templates (12)

Competitive Analysis Tools (12)

Decision-Making Tools (7)

How-To Guides (95)

Job Descriptions (34)

Maturity Models (19)

Metrics Dashboards (32)

Organizational Databases (16)

Organizational Models (2)

Plan & Goals Templates (28)

Policy Templates (10)

Prioritization Tools (15)

Process Checklists (61)

Process Diagrams (4)

Project Charters (8)

Project Schedules (7)

Report Templates (5)

RFP & RFI Templates (49)

ROI Calculators (15)

Skills Assessments (5)

Strategy Scorecards (23)

Survey Templates (9)

Team Roles Matrix (3)

Vendor Evaluations (26)

Worksheets (12)



EXPERTS

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OUR COACHES



JESSE HOPPS

Founder & CEO, Demand Metric

Creator of the Mindset, Skillset, Toolset (MST) Framework for sustainable capability building in B2B enterprises. Jesse's extensive library of Playbooks & Toolkits is licensed by the American Marketing Association (AMA) and Association of National Advertisers (ANA), and he has consulted for many Fortune 500 clients including Mitsubishi Chemical Group, Microsoft, and Esri.



RON DENO

Growth Coach

After serving Mitsubishi Chemical Group for 30+ years in various leadership roles (R&D, innovation, market strategy, CTO, GM), Ron retired and launched a successful business in the music industry. As a Demand Metric Growth Coach, Ron helps teams perform at their best by equipping them with practical tools, unbiased and objective advice, and kind mentorship.



Dr. PAUL STOLTZ

Founder & CEO, PEAK Learning

Dr. Stoltz is considered the world's leading authority on grit and resilience. Harvard Business School selected and incorporated his Adversity Quotient (AQ) tools and methods into its MBA and Executive Education programs and featured his work on GRIT on Harvard Business Review. Dr. Stoltz coaches the U.S. Olympic team and formerly served as faculty at MIT and Carnegie Mellon.



KURT FRIEDMANN

Growth Coach

As a partner at Impact Learning Systems (now Miller Heiman Group), Kurt designed and implemented sales and customer service training programs at many of the world's largest technology companies. As CEO of Mentored Pathways, his team mentored 50,000+ students in 11 countries. Since retiring, Kurt has served as an advisor, investor, mentor, coach to over 700 companies.

Don't reinvent the wheel!

Empower your team with the world's most trusted set of playbooks, tools & templates, and training for Growth.

BUILD YOUR IN-HOUSE COMMERCIAL CAPABILITIES



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