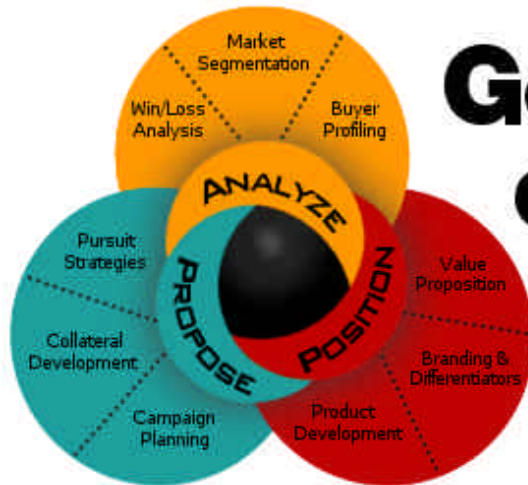




# DEMAND GENERATION LLC

Demand Generation helps business-to-business clients attract better customers — those who spend the most but cost the least to attract, delight, and retain. Our approach combines elements drawn from the Design for Six Sigma (DFSS) methodology and fundamental principles of product marketing.



# Generate demand from better customers

## **A**NALYZE **Connect the dots**

Most companies hold volumes of data generated from sales transactions, Statements of Work (SOWs), invoices, and tradeshow leads. Whether it's filed or piled, we can zero in on what's meaningful. Demand Generation analyzes client and external data to identify which segments of your market are most valuable and viable.

## **P**OSITION **Round peg seeks round hole**

People are most comfortable with those who understand their perspective and appreciate their challenges. Companies behave the same way. Demand Generation translates insights from sales data and market analysis into a single unified product, brand, and marketing platform.

## **P**ROPOSE **Barking up the right tree**

Generating demand is a matter of understanding your target customers' needs and proposing your products accordingly. Demand Generation sets strategy, plans campaigns, and generates targeted collateral that help close deals with better customers.

To learn more about how Demand Generation can help your company attract better customers, please contact Christopher Minnick at [CMinnick@demandgeneration.com](mailto:CMinnick@demandgeneration.com).