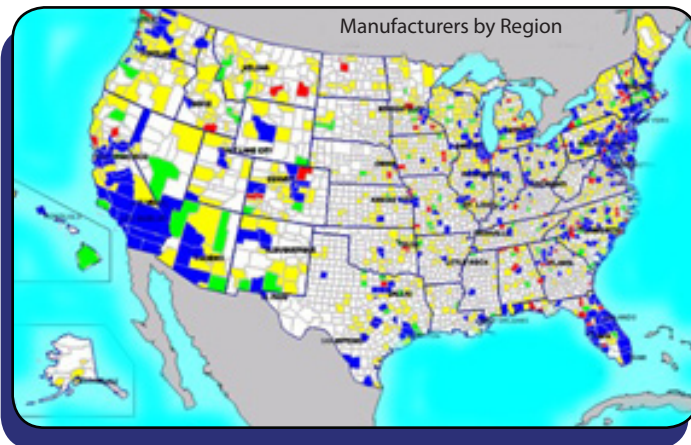


Manufacturing Business Technology Primary Supplier Program



Buying Preferences of U.S. Technology Market

Given the current economic conditions, there has never been a greater need for gaining quick access to the marketing intelligence that supports your company's growth. Many manufacturers today are challenged to:

1. Gain market share from competition in a down market.
2. Implement loyalty programs to keep their best customers.
3. Introduce new products on limited budgets.

The Primary Supplier program provides the type and level of detailed market information needed to effectively address these challenges. In fact, when asked to describe what they most needed to know from *Manufacturing Business Technology* subscribers – many suppliers in this industry said they need to know:

- Which vendors do leading manufacturers consider to be their preferred or primary supplier for products?
- Which geographic region has the greatest growth potential for us?
- Why are certain products preferred over others in different parts of the country?

It's like having an insider at each of your key clients - and more importantly, prospects. Find out if your company is at the top of their list.

You Can't Ask Them All - So We Did

Just this year, more than 55,000 manufacturing professionals have answered these questions and expressed their product and vendor preferences for:

- Data Collection
- Production/Operations
- Web Services
- Systems Integration
- ERP
- Workstations
- Transportation
- Electronic Data
- Software
- Bar Code Scanners

And you can't find that kind of marketing and competitive intelligence anywhere else in the industry. Especially at the level of detail we can provide about each manufacturer. Once you discover the ability to target these professionals geographically, you'll immediately want to know how you can deepen the customer relationship and learn about their:

- Job Title
- Business Type
- Sales Volume
- Primary ERP Vendor
- Number of Employees
- Buying Authority

Map Your Success

See exactly where your best prospects and customers are conducting business, which vendors they prefer and learn specific professional demographics about them. You can outsmart your competition with targeted market messages and promotions. You'll have the intelligence needed to build your business and:

- Invite your best customers to join a loyalty program.
- Send product samples to your top prospects, by region.
- Secure repeat business from current customers.

Get started today and add the Primary Supply Program, powered by *MBT* to your market intelligence program.

Pricing

Maps - \$5,250 per set of 5 maps.

One time use of the data:
Postal: \$385/M Email: \$750/M
5,000 name minimum applies

Perpetual use of the data:
Postal: \$4.20/name
Includes phone number and full demographics, plus maps showing geographic penetration by supplier

Primary Supplier Program
powered by

**Manufacturing
Business Technology**
IT FOR MANUFACTURING EXECUTIVES

Get Started
800.323.4958

info@dm2decisionmaker.com
www.dm2decisionmaker.com/request