



THE UNLAND COMPANY  
A Marketing Strategy and Brand Development Firm

## The Essence of the BPP Market Development Workshop

This compelling and one-of-a-kind workshop focuses exclusively on the development of business and marketing strategies **that work.**

### BPP Market Development Workshop

- Balance Point Process®
- Market Development Workshop

#### Overview

- Who Should Use It
- Who Has Used It
- What to Expect
- 2-Day vs. 1-Day Workshops

#### BPP Market Development Workshop Guarantee

#### FAQs

## The Balance Point Process (BPP) Market Development Workshop

### Born of the Balance Point Process®

The Balance Point Process® has been used for more than 18 years by companies and organizations around the world. Some names you will recognize, some you may not, but they all have one thing in common: They used the Balance Point Process® to understand their true value to their markets, then using this intelligence, to develop those markets, creating opportunities and growing their businesses.

The BPP Market Development Workshop can train you and your team to do the same for your organization.



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### **A lot of work and some laughs make this a very effective workshop.**

This *is* a *workshop*, in the truest sense of the word.

This is a highly interactive event, filled with good ideas, great laughs, and stimulating discussion. It is not a seminar. Participants talk as much as they listen. As a veteran leader of these workshops, I promise you that you will also get a great deal from the ideas we all share and also find the experience enjoyable, even fun.

Learn about the Balance Point Process<sup>®</sup>, our proprietary business and market development methodology.

Find out more about the BPP Market Development Workshop, see who has benefited from it in the past, and consider if it's right for you.

Look over the horizon and see what to expect when you participate.

See the difference between the two-day and one-day workshops, and find out which we recommend.

Read the BPP **Market Development Workshop Guarantee** and discover why this is one-of a-kind workshop is unlike any other training session, workshop, or seminar you may have attended.

Browse our **Frequently Asked Questions** to see if your question is here.

## **The Balance Point Process<sup>®</sup>**

### **A proven process for finding your position of competitive advantage**

The Balance Point Process<sup>®</sup> is a proprietary method of finding your position of advantage in the market. The Balance Point is where your products and services are balanced with the desires and needs of your customers and as importantly, their customers and others in your value chain. It is where you may realize that exploiting this opportunity can be transforming and dictate a change in your way of thinking, in how you do business, and possibly changing your culture.



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### **A step-by-step methodology**

The Balance Point Process<sup>®</sup> is a tailored process for your organization that involves teamwork and personal contact between our staff and those in your value chain. It requires adherence to a process, analysis, team discussion and a good deal of thinking.

The Balance Point Process<sup>®</sup> helps you gain critically new information from all segments of your distribution channel and then shows you how to leverage that intelligence downstream to create new opportunities for growth and leadership.

### **A tool for finding your own Balance Point**

The Balance Point Process (BPP) Market Development Workshop will train you and your staff in the tools to help you find your own Balance Point. In the workshop you will learn how to develop and execute effective marketing strategies that work based on the unique insights available only through the Balance Point Process<sup>®</sup>. And you will do it at a fraction of the cost of a full consulting engagement.

Read more about the BPP Market Development Workshop to get a better idea of how it can help your organization take control of your destiny.

## **The BPP Market Development Workshop**

### **Two days that can strengthen your company for the years ahead**

Many companies are uncertain about how to develop a marketing strategy, one that works. Some are unclear about the reason for having a marketing strategy at all. We often see staff members promoted to “Marketing Manager” with little idea of how to craft a strategy. There is often a heavy reliance on Internet research, conjoint analysis, and other impersonal methods of collecting data for strategy development. The end result often is a “strategy” that is costly in terms of resources used, but also ineffective, yielding market opportunities to competitors.

**The BPP Market Development Workshop can help you** avoid misguided marketing efforts. It can change how your organization conducts business. It can redefine the way that internal disciplines—sales, marketing, R&D, and finance—interact.



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**The BPP Market Development Workshop can show you** how all facets of your organization are connected by a common approach and shared information that impacts the entire enterprise in fundamental and positive ways.

Read an overview of the BPP Market Development Workshop to learn more.

See what types of companies benefit most from the BPP Market Development Workshop.

Browse through a list of familiar, successful **companies who have already used the BPP Market Development Workshop.**

### Overview

#### **Why you should schedule a two-day BPP Market Development Workshop**

The BPP Market Development Workshop focuses exclusively on training you and your staff to develop business and marketing strategies ***that work***. The primary reason they work is very simple. They are based on the “value” of your product or service to your customers, your customers’ customers, and those throughout your value chain.

But what is value? How can you define it? Where do you start?

**The BPP Market Development Workshop gives you the tools and the process** to develop value-based strategies to differentiate your company *relative to* your competitors. By defining your company’s difference and value, you create the opportunity to increase your market share and enhance profitability.

#### **Beyond all of that, the BPP Market Development Workshop also shows you how to:**

- Save you money by maximizing your current resources
- Grow your business in the short term
- Position your company for leadership in the long-term,
- Gives you and your organization far greater control over your future.

See **what types of companies benefit most** from the BPP Market Development Workshop.



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### **Who Should Use the BPP Market Development Workshop?**

#### **The workshop that works for many organizations**

The BPP Market Development Workshop is not industry-specific. Our process and workshop have worked for companies and organizations of every stripe. From suppliers to industries to universities to our space agency, the BPP Market Development Workshop has proven itself time and time again, industry after industry.

#### **Companies who are suppliers to other companies**

Ingredient/component suppliers at the 'back end' of the value chain derive particular benefit from the BPP Market Development Workshop. After completing it, they realize that significantly more opportunity (and power) exists for them in the value chain than they previously believed possible.

**One of our greatest success stories** is W. L. Gore and Associates and their innovative product, Gore-Tex<sup>®</sup>, a component in clothing. We worked with them around the world to understand their true value throughout their value chains and they leveraged it brilliantly to gain their global position of leadership. In this workshop, we will show you many other examples and how to define your company's value and how to leverage it to your competitive advantage.

**From an organizational standpoint**, the members of a business team or unit are more likely than an individual to benefit from the BPP Market Development Workshop. We have found that the best results come when several disciplines within an organization participate. With cross-fertilization of ideas and discussion, cross-functional training in the Balance Point Process<sup>®</sup> yields the greatest information exchange. With a robust exchange of ideas comes the greatest chance for business growth and profitability, not to mention the additional benefit of internal team building and buy-in to the process and the ultimate strategy.

**Find out who has used the Balance Point Process<sup>®</sup>** to enhance their competitive advantage.



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### Who Has Used the Balance Point Process®?

- **NASA, Marshall Space Flight Center, Huntsville, AL and Johnson Space Center, Houston, AL**

Office of Innovations and Technology and Constellation Program.

We first consulted with NASA to craft the marketing strategy for the Constellation program. Beginning in 2015, the Constellation will establish an outpost on the moon to send our astronauts to Mars and beyond. Currently, we are working with NASA to assist in the developing the strategy for managing technology transfers from the Constellation into the US marketplace.

- **W. L. Gore & Associates, Newark, DE**

Fabrics Division. This division was the first to use the fundamentals of what became The balance Point Processes we helped the Fabrics Division develop a global strategy and positioning platform and execution for the company's Gore-Tex® Outerwear brand Our firm also executed the details of the strategy around the world to ensure its success.

Medical Division. Working with the Medical Division we developed a strategy and positioning platform for some of Gore's medical products, including heart patches. Here, the Balance Point Process® involved primary research with the world's top cardiovascular surgeons to develop this strategy and positioning platform.

- **Crown, Cork & Seal, Philadelphia, PA**

In 2003/2008, we employed the Balance Point Process® for their metal can business unit. We interviewed customers and non-customers in their value chain and provided invaluable insight to management, which played a significant role in helping to return the division to market leadership and profitability.

- **Lockheed Martin Corporation, Valley Forge, PA & Denver, CO**

We conducted a series of BPP Market Development Workshops for several of Lockheed's divisions across the country to train participants in the tools for the development of successful strategies to win proposals.

We also consulted in a proposal on Orion, the company's proposal to build the nation's new space exploration vehicle, which will replace the Space Shuttle.



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- **Dunmore Corporation, Bristol, PA**

After consulting and value chain analysis, we helped reposition this small, but specialized company that converts specialty substrates for the aerospace, packaging, printing, and other industries in the U.S. and in Europe.

- **E.I. DuPont, Wilmington, DE.**

We have worked with Dupont for years throughout the world, engaging in value chain analysis and consulting for several business units. The Balance Point Process<sup>®</sup> helped refocus the following businesses and product areas on their value in their markets in the following categories:

Dupont Packaging Solutions. We aided in the integration of several Dupont business units to serve markets in a variety of industries

DuPont Refrigerants. After a global value chain analysis using the Balance Point Process<sup>®</sup>, we assisted DuPont in re-positioning this important division and its products to the global refrigeration/HVAC/cold-chain.

- **Dupont Teijin Films, Wilmington, DE and Tokyo, Japan.**

We conducted BPP Market Development Workshops in Singapore, Thailand, and the United Kingdom for this joint venture, dedicated to developing markets for polyester film, including its famous brand, Mylar . Using the Balance Point Process<sup>®</sup>, we also developed strategies for:

Chilled ready meals in the food industry

Vacuum insulation panels in the building and construction industry

Breathable films in the fresh produce industry

Security packaging labels in the pharmaceutical industry

Medical test strips for the diabetes testing equipment industry

Window security film for the building and construction industry



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- **Rohm and Haas Corporation, Philadelphia, PA.**

We have worked with Rohm and Haas around the world since 2001 on a consulting basis and conducting BPP Market Development Workshops and value chain analysis in these areas:

- Market analysis for acquisitions
- Floor care industry
- Building, construction, and siding business
- Preservatives, coatings, and paint industry
- Personal care industry
- Potable water industry
- Packaging industry
- Marine anti-foulant industry
- Nutritional beverage industry

- **TargetRx, Horsham, PA.**

We created the communications strategy for this emerging pharmaceutical consulting firm.

- **Villanova University, Villanova, PA.**

Our **Balance Point Process**<sup>®</sup> helped the University understand its markets, align with its stakeholders, and establish its Executive MBA program. We also explored the competitive landscape and defined strategic value for:

- Executive MBA program
- College of Nursing
- School of Engineering
- School of Theology





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### **Other clients who have used the Balance Point Process®:**

Nova Scotia Department of Tourism, Nova Scotia, Canada  
University of Pennsylvania, Philadelphia, PA  
Allegri Apparel, Milan, Italy  
CIGNA Corporation, Philadelphia, PA  
Encad, San Diego, CA  
Exide Corporation, Corvallis, WA  
HEAD Sportswear, Columbia, MD  
Imperial Chemical Industries, London, England  
Minitab Statistical Software, State College, PA  
Toray Industries, Tokyo, Japan  
Stride Rite Corporation, Cambridge, MA  
Lutron Electronics, Coopersburg, PA  
Mann Center for the Performing Arts, Philadelphia, PA

**Find out what to expect** from the BPP Market Development Workshop.

### **What to Expect from the BPP Market Development Workshop**

#### **Based on reality, not academic theory, models, or textbooks**

In the BPP Market Development Workshop:

- **You will be trained by a world-class strategist who travels the world, diving deep, and hits the street of markets for clients throughout the world.**
- **You will see how marketing and business strategies and positioning platforms were developed** for DuPont, Lockheed Martin, Rohm and Haas, W. L. Gore and Associates, and others. These strategies were not developed behind a computer screen, but through meetings and talks in factories and offices throughout Europe, China, India, Canada, Japan, the United States, and elsewhere.



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- **You will see how spoken words shaped the strategies** of some of the world's leading companies and brands.
- **You will understand that business is about people.** To grow your enterprise and to move markets, it is critical and cost effective to *first* understand the perceptions and the nuances of your customers and stakeholders in your value chain.
- **You will grasp the "emotional calculation"** your customers go through in buying your products or services and its importance in strategy development.
- **You will develop tools needed to save money by maximizing your existing resources.**
- **You will learn how not to lose opportunities to competitors.**
- **You will achieve all of this and more** in the BPP Market Development Workshop.

### Two-Day BPP Market Development Workshop

#### Topics and scope for the two-day workshop

Although it is possible to conduct facets of the **BPP Market Development Workshop** in a single day, we recommend a two-day session. Overall, clients have found the two-day session far more valuable for all participants and sponsors.

**Development Time:** Some time is needed by TUC to understand the products, markets and the organization of potential participants. Usually, this requires 5 to 10 days.

#### Evening prior

Introductory Dinner

#### Day 1

- Learn key and useful marketing principles
- Receive an introduction to value chain analysis
- Gain a deeper understanding of strategy development through real-world industry examples



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### Module 1: What Business Are We In?

- This module sets the stage for the higher-level, macro thinking that will take place during the two days
- Consider how CNN, Anheuser Busch, Post Cereals, Federal Express, NASA, and your own business or organization should answer this fundamental, but important, question

### Module 2: What Is Marketing?

- What is a “Marketing Strategy”?
- Why is it needed?
- How is it developed?
- Answer these and other questions in interactive group discussions
- There are no wrong answers, but...
- There are answers that don’t work
- Using his 15+ years of experience in developing and executing global marketing strategies, John Unland will share his definitions of the above
- He will illustrate what a marketing strategy is
- He will help you comprehend why, if properly developed, your marketing strategy is invaluable to the success of your organization

### Module 3: Value Chain Analysis

- Examine what a value chain is
- Define the segments within a chain
- Characterize the relationship among the segments
- See how knowledge of the entire value chain has changed the marketing direction / strategy of clients such as Gore-Tex, DuPont, DTF, Rohm and Haas, Crown Cork & Seal, NASA and others
- Gain an understanding of “value,” a “value proposition,” and the “voice of the market” vs. the “voice of the customer”
- Recognize how each relates to different value chain segments



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### Module 4: The Motivation Behind Buying

- Comprehend how and why people buy, both at a business-to-business level and at the consumer level
- How does the target customer population purchase products and services?
- How does one learn and use this important information?
- Identify the driving force behind almost all purchases: perception
- Recognize that our perceptions of certain products, brands, and companies drives our definition of “value”
- See how this perception ultimately determines why, what, and how we purchase, from cars to film to elected officials
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### Module 5: What is “Branding”?

- “Branding” is perhaps the most misunderstood term in marketing
- An accurate understanding of branding is a competitive advantage
- Branding is more than the development of a logo, a tag-line or the placement of a trade ad
- Branding is a way of doing business
- Prepare for a dynamic discussion of branding
- Gain an appreciation of how a grasp of branding benefited DuPont, DTF, and other clients
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### Module 6: What is “Positioning”?

- A close second for the most-misunderstood marketing term
- Get a clear understanding of positioning
- See how the correct positioning of a product, service, or company is the cornerstone to a focused and powerful marketing strategy
- Review examples that will illustrate successful positioning
- Analyze examples from Dupont, Gore-Tex Outerwear, Dupont Teijn Films, and other clients



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### Day 2

Morning and early afternoon John and TUC staff will work closely with workshop participants and teams to analyze in detail their existing market strategies and plans. Together, we will develop a path forward for business leadership and growth based on the material presented at our workshop. At the end of Day 2, participants and team members will set forth their own **Market Development Initiative (MDI)**: a written document that outlines the next-steps in their execution of the principles and the process of this workshop.

Closing; 'The MAD Principle'. In this engaging and fascinating segment, Linda Unland set forth her principle from her studies of the natural world: **Move Adapt, or Die**. Together, they relate this principle to business and to life, a segment that ties together all that has been discussed and learned over the past two days.

### **Find out what's covered by the BPP Market Development Workshop Guarantee.**

#### **The BPP Market Development Workshop Guarantee**

#### **This is not your father's seminar!**

Committing to the Balance Point Process<sup>®</sup> is just that, a commitment. And while there are no guarantees in life, there is one in the BPP Market Development Workshop. As the creator and deliverer of the workshop, we guarantee that:

- **You will be exposed** to unique, one-of-a-kind materials that are presented and shared only by our firm
- **You will discover** a unique process illustrated by powerful examples that will teach you the importance of Value Chain Analysis and resulting information
- **You will acquire** the tools to develop strategies that work to grow your organization
- **You will attain** a different and unique way thinking and looking at your business, your customers, your markets, and your value chains, all derived from our proprietary business and market development methodology: the Balance Point Process<sup>®</sup>



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- **You will hear the words** of those who have participated in the past, explaining how the BPP Market Development Workshop has been transforming, changing not only the way they personally do business, but also the way their organizations do business
- **You will return** to the office energized and fired-up about a new way to look at your world (Note to managers of attendees: be prepared!)
- You will discover that, borrowing a line from General Motors and the Oldsmobile brand: ***"This is not your father's seminar!"***

To learn more about the BPP Market Development Workshop, **browse our FAQs.**

### **FAQs about the BPP Market Development Workshop**

**See if your question has already been answered**

**Q: What does this workshop do? Why should I participate?**

**A:** The BPP Market Development Workshop:

- **Saves you money** by learning how to maximize your current resources through newly acquired and valuable information
- **Grows your business** in the short term
- **Strategically positions your organization** apart from your competitors for long-term growth
- **Gives you greater control over your destiny**

**Q: Is this workshop specific to any type of industry?**

**A:** Not really. As you can see from our client list, this workshop and our methodology has proven successful for organizations of all kinds, from suppliers to industry, from universities to space agencies.

Suppliers to industries, and companies in what we call "the back end of the supply chain," derive tremendous benefit from this workshop, for they suddenly realize that they have more power in the chain than they previously believed possible. (Now, whether they leverage that power, as Gore and Associates did with Gore-Tex<sup>®</sup>, is another story!) But in this workshop we will show suppliers how to leverage their latent power!



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### **Q: Who is it for? Who should attend?**

**A:** From a philosophical standpoint, only those who are truly interested in growing their organizations through a real, no-holds-barred understanding of the markets in which their products and services reside. The BPP Market Development Workshop is perfect for those who will follow a process, will be coached, will roll up their sleeves, and will get out into their markets to learn.

From an organizational standpoint, members from a business team / business unit should attend. We have found from giving this workshop many times that clients get the best results and value from our BPP Market Development Workshop when those from several disciplines within an organization such as sales / account management, R&D, technical service, finance, and other areas participate, taking a “team approach.”

### **Q: Why a team approach?**

**A:** With cross-fertilization of ideas and discussion, a cross-functional team approach yields the greatest information exchange on the course material and thus the best results. This approach has proven successful in work with Dupont, Rohm and Haas, NASA and others.

With a robust exchange of ideas comes the greatest chance for business growth and profitability. There is also the benefit of internal team-building and “buy-in” to the resulting strategy with this approach.

### **Q: How is the BPP Market Development Workshop different?**

**A:** First of all, the BPP Market Development Workshop course is based on reality, not academic theory, models, or textbooks. Beyond that:

- The BPP Market Development Workshop is different because a honest-to-goodness, world-class practitioner of strategy and positioning development teaches it. John Unland not only has the credentials on paper, but more importantly, he has the unique experience of having personally traveled the world, diving deep into the markets of his clients, getting market intelligence himself firsthand rather than sending junior staff or outsourced intermediaries. He does the market discovery *himself and this is unparalleled in this area of work.*



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- The BPP Market Development Workshop is different because participants will see how marketing and business strategies were developed for DuPont, Lockheed Martin, Rohm and Haas, W. L. Gore and Associates, and others. These strategies were not developed behind a computer screen, but from meetings and talks in factories and offices throughout Europe, in China, India, Canada, Japan, the U.S., and elsewhere.
- The BPP Market Development Workshop is different because participants will see the power of words. These are the literal words spoken by our clients' stakeholders. Participants will see how these words shaped the businesses and the strategies of some of the world's leading companies and brands.
- The BPP Market Development Workshop is different because it shows that the development of a sound business and marketing strategy is not a linear, impersonal process, based on e-mail traffic and conjoint analysis.
- The BPP Market Development Workshop is different because it is based on the premise that business is about people. To grow your enterprise and to move markets, you first need to understand people. You need to grasp the nuances of the customers and stakeholders in your value chain. You need to understand the "emotional calculation" they go through in buying your products and services. Otherwise, you will almost certainly not reach your potential and will waste valuable resources, possibly losing opportunities to your competitors.

### **Q: How does the BPP Market Development Workshop relate to Six-Sigma Processes?**

**A:** We think this question is best answered by a customer who participated in the BPP Market Development Workshop:

"Achieving top line growth is one of my key activities in my role as a Six Sigma Master Black Belt in the marketing organization for DuPont Packaging & Industrial Polymers."





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“Working with The Unland Company allowed me to see firsthand how the Balance Point Process provides an in-depth understanding of market dynamics, our value to our markets, and to our customers.”

“Knowing both the Balance Point Process and the Six Sigma Process enabled me to apply Six Sigma to the marketing and sales functions to create market and commercial plans that delivered top-line growth. To me, the Balance Point Process and Six Sigma are complimentary and can create unique synergies.”

“This analysis and information had an immediate impact on our marketing strategy, tactics, development, and selling efforts. This showed us where to link R&D efforts with the needs of the entire value chain, focused us on the right applications where value existed, grew revenue, and protected margins by fully understanding the value that was uncovered by us from the entire value chain. DuPont, Dupont Teijin Films, Gore, and other ‘back-end suppliers’ became more knowledgeable about their markets than their direct customers and wisely leveraged this knowledge for profitable growth.” .....*Global Marketing Executive, Dupont Teijin Films*

**Schedule a BPP Market Development Workshop for your organization, by calling John Unland at 610-608-0037.**