



DRIVING YOUR GROWTH THROUGH
OPPORTUNITIES, SOLUTIONS & EXECUTION
WITHIN YOUR MARKETS



WE LIVE IN YOUR MARKETS



Active Participating Member:



Association
of Equipment
Manufacturers



Associated
Equipment
Distributors



National Stone,
Sand & Gravel
Association



U.S. Green
Building
Council



Four-Time
Exhibitor

OUR EXPERTISE & INTEGRATED SERVICES DRIVE YOUR RESULTS

When you search beyond your organization for proven expertise and multiple growth-driving capabilities, BMG and its BMG Green Division clearly stand out. Since 1991, we have focused our energies on many of the same North American and global markets as your organization.

- **Construction/Infrastructure**
- **Mining/Aggregate**
- **Environmental/Recycle**

As a client, you will quickly experience BMG or BMG Green's unique value because we are able to apply all of our **Six Critical Components To Growth** simultaneously, or in various combinations, to help your team achieve your organization's strategic, product, sales, marketing, profitability and growth goals.

Your team will certainly enjoy working with an independent group with multiple capabilities offering solid experience, great insight, expanded industry access, and a results-versus-cost attitude. We require minimal start-up time and direction while producing results quickly over a wide range of challenges and projects for a reasonable compensation.



OUR VALUE PROPOSITION

Many organizations tap several outside resources, all working independently and with no relationship to overall continuity. BMG and/or BMG Green can offer the same expertise, but combine it with industry experience and the understanding and execution of such efforts that can be effectively employed across your entire organization.

CONSTANTLY EVOLVING – BMG GREEN

BMG has worked closely with more than 75 manufacturers, associations and technology companies based all over the world. Over the years, our unique approach has helped our clients to identify and capture many opportunities while also overcoming many market challenges. Since 2009, BMG has been tracking the rapidly expanding environmental sustainability, recycle and energy efficiency trend and the government mandates. While the trend is stronger than ever, there have been solutions within the industry for some time. BMG has helped several clients become successful with related technologies, equipment and products, including:

- Geothermal HVAC
- Mineral washing waste water reduction
- Pavement preservation
- High-efficiency control systems
- Concrete/asphalt/C&D recycling
- Renewable building materials
- Soil reclamation
- Next generation forklifts

Given the pace at which this green movement is expanding around the world, it requires a targeted focus to help you see the opportunities and special expertise to work within it so we opened BMG Green.

BMG Green's Mandate Is Clear – Employ our past, current and future expertise to help clients identify, develop, promote and sell their green technologies, equipment and products to the right customers which will lead to a better future for all.

OUR CORNERSTONES TO YOUR SUCCESS

Our long-term success since 1991 has been driven by our core business values that were developed based on years of working in management, sales, marketing and research for a variety of industry-related manufacturers, as well as ownership in both an industry parts company and sales representative firm.

- 1. Our People** – We employ a unique mixture of talent, education and experience that make it possible for us to deliver our Six Critical Components To Growth. Backgrounds include business ownership and management, strategic direction, sales, marketing, communications, design, web/social media, research and database management.
- 2. Relationship Approach** – BMG simultaneously juggles both large and small efforts and quickly shifts to immediate issues and opportunities as they arise. While you will have a team leader who manages the overall relationship, your staff will often work directly with one or more of our staff. This fosters education and ideas, and work flows back and forth quickly and efficiently.
- 3. Hands-On Execution** – We become part of your execution team so we are easily held accountable for our strategic and program recommendations and tactical approaches.
- 4. Competitive Stance** – Your competitors become our competitors and we treat them accordingly. This also assures you that we are all working together and sensitive information remains confidential.
- 5. Unique Compensation Policy** – We are paid only for the work we actually perform. For example, on the marketing side we do not take commissions or mark-ups on outside services. This also allows us complete freedom to recommend the best and most cost-effective options and approaches possible.

DYNAMIC STRATEGIC DIRECTION

Strategy most often defines the success of many growth goals. It must be well analyzed, defined, creative, adaptive, visionary and executed.

Every manufacturer, association and technology company is unique and requires its own path to growth and success. BMG customizes its strategic direction and execution assistance based on each company's strengths and where the best potential for growth lies.

Capabilities Include:

- Review current strategy and tactical efforts—compare to marketplace developments and opportunities
- Immediate, short- and long-term strategic, tactical and budgetary direction
- Development and execution of critical research that includes trend evaluation with end users, product, markets, sales channels, competition, pricing, etc.
- Realistic strategies and tactics based on current capabilities
- Rapid opportunity/issue response solutions
- Execution and management of the strategic process





PROACTIVE SALES APPROACHES

BMG and BMG Green work closely with manufacturers and service companies on a variety of development issues to produce sales. Our expertise not only comes from our years of experience at BMG, but also from our past ownership of both an industry parts company and an equipment sales firm—each of which served the North American and Latin American markets.

Capabilities Include:

- End user- and channel-focused sales strategies
 - Niche market and targeted customer sales programs
 - Multi-level and product-specific sales channels
 - New and re-energized product launches
 - Sales channel education/training programs
 - Customer rebate and other end user and channel promotions
 - National and key account strategies and tactics
 - Joint manufacturer—sales channel marketing
 - Back-end dealer/end user parts, warranty and support processes/programs



CREATIVE CHANNEL SOLUTIONS

Due to BMG's extensive experience working with many sales channels, we have a strong understanding of their value and how to work effectively with them. These include: AED and specialized processing equipment dealers, sales representative firms, independent and national rental stores, home improvement stores, buying co-ops, STAFDA houses, auctions, public works buying groups and online sales channels.

BMG and BMG Green also help clients adapt and thrive within the dramatic changes taking place within these channels, especially given recent economic dynamics.

Capabilities Include:

- Existing and new channel potential analysis
- Potential channel partner research, evaluation and selection
- Multi-level, niche market and single channel development
- Channel conflict resolution
- Channel education, motivation and training programs
- Dealer/channel marketing and communications
- Pricing strategies and structures
- Performance evaluations and recommendations
- Termination and replacement processes

DECISION-DRIVING, STREET-LEVEL RESEARCH

BMG and BMG Green focus on a broad range of “street-level” internal and external research where our knowledge of the markets, sales channels, end users, competitors, technology developments and more helps provide the most current information and analysis possible. With this critical information, clients can fix, improve, develop and/or grow their business. We can draw upon the right research techniques based on the goals and time frame of each research project. BMG and BMG Green also include recommendations based on our results, analysis and industry knowledge to help you reach your goals.

Capabilities Include:

- One-time, benchmark and on-going internal, sales channel and end user feedback and analysis
- Market and product opportunity analysis, evaluations and recommendations
- Existing and potential sales channel research
- Competitive company and product research and analysis
- Prospective product line and company acquisition research



RELATIONSHIP MARKETING STRATEGY, TACTICS & EXECUTION

Both BMG and BMG Green believe marketing encompasses all direction, strategy and tactics employed to execute a comprehensive, yet cohesive approach to promoting and selling the value of a company and its products and services to a wide range of audiences. These include internal, sales channels, end users and the markets in general. We are well-known for driving all levels.

Our pioneering flat monthly fee structure allows us the freedom to always recommend the most intelligent and least costly solutions possible. We have proven many times that simple proactive approaches often produce the best results.

Capabilities Include:

- Brand strategy and execution
- Extensive web, e-mail and social media marketing and promotion
- Company and product/sales/event website development and optimization
- New and revitalized product launches
- Used equipment and parts marketing programs
- Corporate/sales/product literature and web landing pages
- Customized dealer/channel communication and marketing programs
- Web-based auctions and e-commerce
- Animation for sales channel and end user education
- Online and print trade press advertising
- Webinar announcement and training projects
- Aggressive online and print trade press PR programs
- Trade show development and execution



EFFECTIVE INTERNATIONAL EXPANSION

BMG and BMG Green work with North American and global organizations to wisely expand sales into new countries and regions around the world. Since 1991, our expertise and involvement has steadily produced long-term results.

Capabilities Include:

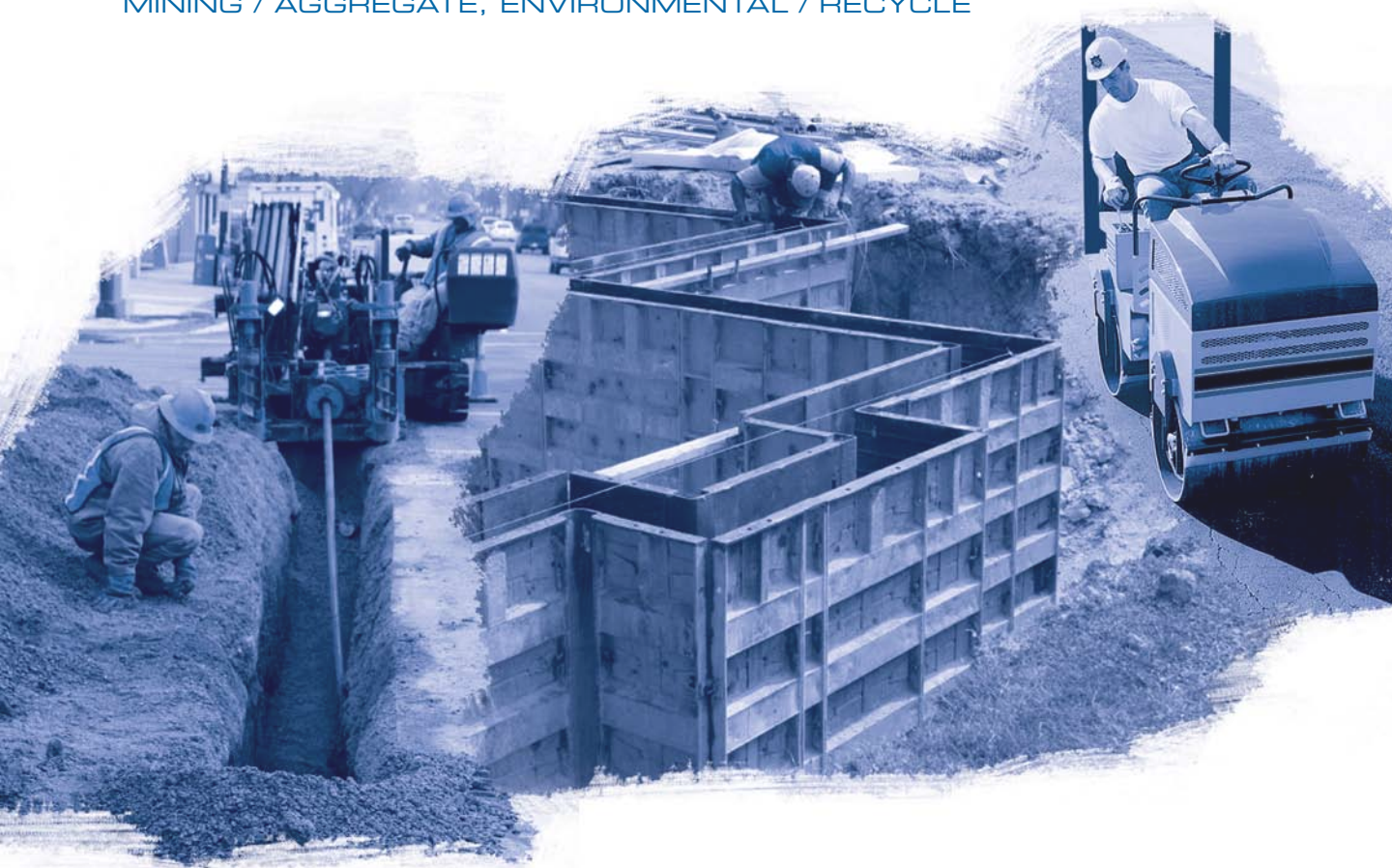
- Market, product, competitive, sales channel, and export regulation research by country and/or region
- Strategic market entrance or expansion plans and budgets
- Pricing strategy and analysis
- Assistance identifying and developing sales channels, training and sales programs
- Creating language and copy specific sales literature and training tools
- On-going sales channel communication programs
- End user marketing
- International websites and trade shows

With our extensive knowledge, entering new markets in North America or the world can move along quickly and successfully.



100% CONSTRUCTION RELATED

CONSTRUCTION / INFRASTRUCTURE,
MINING / AGGREGATE, ENVIRONMENTAL / RECYCLE



NEW OPPORTUNITIES & CHALLENGES AHEAD

While we have all experienced one of the toughest global economic and industry recessions of modern times, out of the ashes has come new opportunities and new challenges for all, including:

- Expanding premium market for sustainable and energy-efficient solutions across all sectors of the construction industry
- An aggressive, new level of global price-driven competition
- Manufacturers and sales channels reinventing themselves
- Continued rise in electronic and social media and its value in sales, marketing and promotion
- A return to the “customer is king” philosophy
- Shifting customer financing and purchasing behavior
- Unpredictable government funding for infrastructure, energy and housing
- Increasing environmental policy
- New emerging markets and technologies

YOUR GROWTH IS OUR FOCUS



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