

Client Reference



MARKETCULTURE STRATEGIES

Bell Canada Enterprises

Bell Canada Enterprises (BCE) is Canada's largest communications company. Through its 28 million customer connections, BCE provides the most comprehensive and innovative suite of communication services to residential and business customers in Canada.



Under the Bell brand, the company provides consumers with simple solutions to all their communications needs, including telephone services, wireless, high-speed Internet, digital television and voice over IP. Bell offers comprehensive information and communications technology (ICT) solutions to Canada's leading large enterprises, small and medium businesses (SMBs) and public sector organizations in Canada and abroad. It is also the trusted technology advisor to

Testimonial

"I have dealt with MarketCulture Strategies [formerly Interstrat] since 2003, during which time they have provided my business with excellent support in the areas assessing our marketing skills the MES [Marketing Excellence Survey] testing and benchmarking our knowledge and marketing attitudes against relative norms and best practices.

"Their work has been a major factor in providing the proper knowledge, attitudes, skill and tools to allow us to develop and hire the best marketers for our company. MarketCulture Strategies was critical in recommending and leading the development of a Customized Training program that aligned with our business objectives. They developed and delivered courses of excellence that provided us with software tools that we use in our marketing jobs today. They were instrumental in developing pre and posts testing for each course to help us track the learning progress of each course.

"Our marketing management team, along with our human resource teams, have evaluated the curriculum and courses as Very High Quality with 100% Facilitation Excellence, and 84% of the attendees believe the learnings from the courses will be used within their jobs.

"I can confidently recommend MarketCulture Strategies as a solid and reliable supplier, and experts in their field"

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Daniela Pallotta

Associate Director—Corporate Marketing

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"A Strong Market Culture is the
DNA of Profitable Businesses"

What is Market Culture?

"Market culture" is defined as a measurable company culture and skill set founded on the profitable creation of superior value for customers and that exhibits the following behaviors (the four Cs):

- Customer Intimacy
- Competitor Insight
- Cross-functional Teamwork
- Collaboration Networks

More than 60 studies have found a link between a firm's relative market culture and their business performance as measured by 34 metrics, including: ROI, ROA, Sales Growth, Innovativeness, Stock Price, Customer & Employee Satisfaction, Customer Retention and Cost Savings.

Market Culture Strategies helps marketing staffs and other senior executives improve their business performance by benchmarking their culture and marketing skill sets versus a database of business professionals from throughout the world. The database includes such leading companies as Bell Canada, HP, Telstra (Australia) and Speedo. We use the benchmark data to design and implement targeted organizational and marketing skill improvement programs.

We are business professionals and academics with a unique understanding of the cultural DNA shared by virtually all successful businesses. For nearly 20 years we have helped of the world's largest companies increase profitability by instilling lasting customer-centric values and superior marketing skills.

Customer Reference Story: Product Management Director

MarketCulture Strategies Course Attendance

Strategic Market Analysis Tools (SMAT) January 26-27 2006, Kananaskis, Alberta

How would you summarize this course in one sentence?

This course is a well-structured approach, like I've never seen before, to objectively solving marketing problems.

Which of the tools or concepts did you find most useful?

I found the customer value analysis was the most useful, but all are great. I felt the CVA component truly allowed for me to see situations from the eyes of the customer.

What were the major benefits of attending this course? (i.e. better marketing team communication, better able to meet customer needs, increased ability to grow revenue)

There are several benefits for my team in Product Management that will come out of this course. These include:

- The ability to develop improved New Product Introduction Plans by being more focused on what the key drivers of the NPI need to be
- Through our Sales Training we will be able to better articulate the purpose and intent for marketing actions that are undertaken.
- It will enable a common means by which Marketing initiatives are measured and invested in whether that is a New Product Introduction or a Marketing Incentive program that we want to implement.
- Generating much more organizational thought and input on key attributes of our business and subsequent healthy debate on whether planned courses of action will have the desired impact.

How are you applying the tools and concepts to your business to make better marketing decisions? (What tools are being used and what insights gained plus any outcomes)

We have begun to apply this in several areas already including:

- A key re-pricing decision we have planned to introduce into the market
- Re-evaluating a recent product we introduced in the market that is not generating the desired revenue targets anticipated.
- Two New Product Introduction proposals that we have tabled with our Senior Leadership Management team.

What you rate this course on a scale of 1 to 10?

Overall I would clearly rate this course a 10, as it is one of the best I've been on in years.

How does it compare with other courses you have attended?

I found this course to be much more beneficial than most I have been on in many years. This is a result of being able to study a business case and by utilizing the SMAT tool we were able to apply immediately understand how this approach could be used in our environment. I don't believe this was only my opinion as I got that sense from my peers and others that were on the course. The benefits of SMAT were understood immediately and we could hardly wait to get back to the office to apply it to our real life situations.

Would you recommend this course to others?

Absolutely, yes!

Other Comments

The SMAT training course is a great resource for anyone wishing to improve the Marketing decisions that are made for an organization. SMAT allows us to look at all relevant inputs to Marketing decisions with more objective data allowing for more predictable results on the actions that are to be implemented. The SMAT tool provides enough flexibility, without modifying its basic purpose, to adapt to virtually any marketing situation that needs to be addressed.

SMAT helps complement the art of Marketing with just enough science to make Marketing decisions easier.

Kelly Laverty
Director of Product Management
Bell Canada

