

Integrated Growth Strategies

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# ***FRANCHISE STRATEGIC MARKETING INITIATIVES***

***SAMPLE EXECUTIVE SUMMARY***

***INTRODUCTION TO STRATEGIC INITIATIVES TO GROW REVENUE, ENHANCE  
BRAND EQUITY AND INCREASE MARKET SHARE***

***THEODORE H. SPRINK***

***Grow Revenue, Enhance Brand Equity, Increase Market Share***

***Five National Initiatives/Nine Commercial Verticals***

***Integration of Network Membership and Sales Functions***

***Cross-Marketing Advantages and Differentiation***

***Initiatives: Low Cost/Rapid Implementation***

- 1. Direct Sales to Carriers***
- 2. Direct Sales to Non-Carriers***
- 3. Intermediary Channels to Carriers***
- 4. Intermediary Channels to Non-Carriers***

# Integrated Growth Strategies

## Strategic Segments

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*CARRIER  
DIRECT*

*NON-CARRIER  
DIRECT*

*CARRIER  
INTERMEDIARY*

*NON-CARRIER  
INTERMEDIARY*

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# Integrated Growth Strategies

## Targeted Independent Verticals

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### Carrier Direct and Carrier Intermediary

<b>Targeted Carriers</b>	<b>Independent P&amp;C Agents</b>	<b>Third Party Administrators</b>	<b>Claims Administrators</b>
Prospect #1	Prospect #1	Prospect #1	Prospect #1
Prospect #2	Prospect #2	Prospect #2	Prospect #2
Prospect #3	Prospect #3	Prospect #3	Prospect #3
Prospect #4	Prospect #4	Prospect #4	Prospect #4
Prospect #5	Prospect #5	Prospect #5	Prospect #5
Prospect #6	Prospect #6	Prospect #6	Prospect #6
Prospect #7	Prospect #7	Prospect #7	Prospect #7
Prospect #8	Prospect #8	Prospect #8	Prospect #8
Prospect #9	Prospect #9	Prospect #9	Prospect #9
Prospect #10	Prospect #10	Prospect #10	Prospect #10

# Integrated Growth Strategies

## Targeted Independent Verticals

### Non-Carrier Direct and Non-Carrier Intermediary

<b>Facility Managers</b>	<b>Senior Assisted Living</b>	<b>Hospitality Hotel</b>	<b>Multi Family Apartments</b>	<b>Restaurant Food Service</b>
Prospect #1	Prospect #1	Prospect #1	Prospect #1	Prospect #1
Prospect #2	Prospect #2	Prospect #2	Prospect #2	Prospect #2
Prospect #3	Prospect #3	Prospect #3	Prospect #3	Prospect #3
Prospect #4	Prospect #4	Prospect #4	Prospect #4	Prospect #4
Prospect #5	Prospect #5	Prospect #5	Prospect #5	Prospect #5
Prospect #6	Prospect #6	Prospect #6	Prospect #6	Prospect #6
Prospect #7	Prospect #7	Prospect #7	Prospect #7	Prospect #7
Prospect #8	Prospect #8	Prospect #8	Prospect #8	Prospect #8
Prospect #9	Prospect #9	Prospect #9	Prospect #9	Prospect #9
Prospect #10	Prospect #10	Prospect #10	Prospect #10	Prospect #10

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## Integrated Growth Strategies

# Projected 2014 Transactions

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As of 4<sup>th</sup> Quarter 2013\*

<b>PENDING</b>	<b>QUARTER 1</b>	<b>QUARTER 2</b>	<b>QUARTER 3</b>	<b>QUARTER 4</b>	<b>TOTAL</b>
Prospect #1	75	150	175	225	625
Prospect #2	75	75	150	150	450
Prospect #3	100	175	225	300	800
Prospect #4	75	75	125	150	425
Prospect #5	75	75	150	150	450
<b>TOTAL</b>	<b>400</b>	<b>550</b>	<b>825</b>	<b>975</b>	<b>2,750</b>

*2,750 transactions @ \$2,500 each = \$6,875,000*

*Royalty Opportunity @ 5% = \$343,750*

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1. *Non-Carrier: Initiative #1*
2. *Carrier & Non-Carrier: Initiative #2*
3. *Non-Carrier: Initiative #3*
4. *Carrier Related: Initiative #4*
5. *Non-Carrier and Carrier: Initiative #5*
6. *Brand Expansion: Initiative #6*



# Integrated Growth Strategies

## 2014 Action Plans and Timelines

<b>ACTION ITEMS</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
<i>NON-CARRIER DIRECT</i>												
<i>NON-CARRIER INTERMEDIARY</i>												
<i>CARRIER DIRECT</i>												
<i>CARRIER INTERMEDIARY</i>												
<i>NON-CARRIER TRADESHOWS</i>												
<i>CARRIER TRADESHOWS</i>												
<i>REGIONAL MEETINGS</i>												
<i>INITIATIVE #1</i>												
<i>INITIATIVE #2</i>												
<i>INITIATIVE #3</i>												
<i>INITIATIVE #4</i>												
<i>INITIATIVE #5</i>												
<i>INITIATIVE #6</i>												
<i>PUBLISHED ARTICLES</i>												
<i>WHITE PAPERS</i>												
<i>ELECTRONIC COMMUNICATION</i>												
<i>DIRECT MAIL</i>												
<i>WEBINARS</i>												

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# ***CONTACT INFORMATION***

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