



*Revenue Planning for Aggressive Companies*

## *Annual Market Intelligence Program*

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The *Market Intelligence Program (MIP)* .....a one year intelligence program for managements in companies supplying products and services to the *North American Professional TV Products Market*.

The *MIP* cuts through the uncertainty of market factors currently affecting your sales growth...*brings current & future market conditions down to earth*.

The *MIP* includes:

### **A. The Quarterly Economic Review Report**

A quarterly review of this industry as it is, and where it's going in the next 90-120 days.....issued 30 days after the end of each calendar quarter. Sample topics include:

- Where are we right now?
- Near term upside potential and downside risks
- Sales histories of key companies in this industry
- Capital Equipment (CAPEX) expenditures, current & future
- Broadcast market trends
- Guidelines on forecasting this industry under today's economic conditions

### **B. Revenue Planning CD**

*MIP* subscribers receive one single user copy of the GEA planning CD, *Planning Your Professional TV Products Business*. At the completion of each full year in the *MIP* program, subscribers will receive a new annually updated CD at no charge.

Topics include:

- New vertical markets for you to explore
- Recovering cash and profits through better planning
- Implementing your *Best-In-Class* revenue planning system
- Improving accuracy in your planning
- Using Excel to help you forecast this industry
- Risk analysis...will you make your plan after you've put it all together??

**C. Complimentary Sales Ratio or Seasonality Analysis of your sales history, analysis conducted once/year.**

This analysis takes the frustration out of your problem of planning for the monthly “ups & downs” of your sales stream.

**D. Subscription to the periodic GEA Newsletter**

Subscribers to the *MIP* receive the periodic GEA Newsletter at no charge. The Newsletter is published when some major industry events have taken place that can affect your business *NOW!*

**E. Additional revenue planning consulting is available to *MIP* subscribers at a reduced daily rate.**

- Establishing a proper data base of your sales history
- Upgrading your current planning system to improve accuracy
- Training your staff in forecasting practices
- Understanding trends and trend lines
- Cyclical and random events in your sales history

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*Program Costs, Benefits and Expenses*

<i>Monthly Fee:</i>	\$ 975/month paid the first day of every month,
<i>Complimentary Telephone Consulting:</i>	maximum ½ hour/day, up to two calls/week, no additional charge
<i>Additional On-Site Consulting (if req'd):</i>	25% discount on the standard consulting rates of \$ 500/half day, \$ 950 full day
<i>Travel:</i>	Travel expenses at actual cost, cost sharing with other clients as applicable, coach class airfare, Holiday Inn/ Courtyard class hotels, auto mileage at the current IRS rate, rental car-intermediate size

*All payments to be made to GEA & Associates, Fed ID# 41-2151501*

***GEA & Associates***

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