

NEW CUSTOMER ACQUISITIONS

The Musky & Lure Story




THE MUSKY

The Musky is Wisconsin's state fish and North America's top freshwater game fish. It's widely known that because of their size (up to 6 feet & 66 pounds) and elusiveness, in order to entice one to bite on your line **it may take up to 10,000 casts and days on the water.** In preparation for fishing and catching the elusive fish, one has to be smart and prepared:

THE LURE

At Bay MarketForce, a winning prospecting campaign for "new customers" requires a solid and strategic plan, great data, professional business developers, and continual execution. **This is what we do at Bay MarketForce, it's all we do, and we do it better than anyone else.** Once we generate the qualified lead (get a Musky on the line), we pass the pole to our clients sales team to land, which landing a Musky (new customer) is a challenge in itself with many additional touches and events needed. The lures used to catch a Musky are not only large and impressive, but each has a story and a name. Everyone at Bay MarketForce has their own lure and "nickname":

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- BELIEVER • BULL DAWG • GIANT JACKPOT • AWAKER
 - RUMBLER • CHATTERBAIT • FIRETIGER • CISCO KID • BOO YAH • SUPER SHAD RAP
 - WILDEYE SHAD • THRILLER • JAKE • TOP RAIDER •



Lake Strategy • Solid Plan
Knowledge of what lake to fish and where to find Musky habitat



Better Tools • Best Data
Right equipment, boat, fishing tackle, and lures



Coach • Right People
Sometimes a guide or assistance



Perserurance • Continual Execution
Continual effort and casts

Musky Lure Spotlight



Kurt Rebholz
Musky Lure: *BELIEVER*

Kurt has 20 years of experience in sales and operations including Kemper Financial and IBM. Kurt's optimism and leadership are keys to implementing top line growth for our customers. Kurt "Believes" that maintaining a full sales pipeline with qualified targeted strategic accounts will help flatten out the cyclical nature of sales results. "Our goal, what we get up in the morning to do, is to hook that next Musky for you".



Jeff Schommer
Musky Lure: *BULL DAWG*

Jeff combines his 18 years developing and implementing CRM solutions with his passion for the science around acquiring new customers. The "Bull Dawg" has a history of being the #1 Musky lure, it is Jeff's passion to make sure our customers are always using the best tackle available so each cast provides a higher than average opportunity for a hit.



Michael LeClair
Musky Lure: *GIANT JACKPOT*

"Uncle Mike" is a retired, silent partner and fifth generation commercial fisherman—he worked on the family tugs with his father, brothers and cousins. In addition, Mike has 40 years experience in the engineering department at Hamilton Industries. He knows that hard work and dedication will bring rewards or a "Giant Jackpot" and "we have that continual effort in our Bay MarketForce family".

"Enjoy your lure – tell the story. We want to be your Musky hunter. We believe!"

*– Kurt Rebholz,
President*



Muskellunge (or Musky) is North America's top freshwater gamefish because of their size and elusiveness.

ABOUT BAY MARKETFORCE

Bay MarketForce is headquartered in West Bend, WI and manages over 30 active U.S. clients. Bay MarketForce delivers best practice marketing plans and execution techniques all around one topic – helping clients acquire new customers.

www.baymarketforce.com