

ECC Corp Marketing Plan (DRAFT)

(Last Updated on 9/4/2009)

Marketing

1. **Medium to Large Public U.S. Companies.** The best scenario is to become an approved vendor to a public company with over 500 employees (“Client”) headquartered within the Continental United States.
 - a. Becoming an approved vendor usually involves going through Client’s Human Resources (“HR”) and Procurement (“Procurement”) departments.
 - b. Procurement is ultimately responsible for signing either ECC Corp Consulting Assignment Agreement, or they would prefer ECC Corp to sign Client’s consulting contract. Either way works for ECC Corp.
 - c. Consulting services will be provided either by physically sending one or more senior consultants (“Consultant”) to the Client’s site, or developing software projects **remotely** for Client by ECC Corp designated Consultant.
2. **Medium to Large Local Public Companies.** The next best scenario is to become an approved vendor with Clients headquartered within ECC Corp comfort-zone and local geographical area, which is Los Angeles and Orange Counties in Southern California (“Comfort-Zone”).
 - a. Gary Ingham and Benjamin Yashar market and contact major corporations to become ECC Corp Clients headquartered in these two counties on regular basis.
3. **Mom-and-Pop Shops.** A common scenario is to locate a client in wholesale, retail, manufacturing, or distribution, which is typically a mom-and-pop shop located anywhere within the United States, to develop a website for accessing catalogs of products or services, or for product sales facilitated with shopping carts and credit card processing.
 - a. ECC Corp requires such Client to sign ECC Corp Retainer Agreement (“Retainer Agreement”) and Client has to pay the entire project cost upfront.
 - b. The funds collected for such project will be non-refundable and such funds will be backed by Retainer Agreement signed by ECC Corp managing directors and Client.
4. **Foreign Businesses.** The least likely scenario is to become an approved vendor to Clients headquartered outside the Continental United States.
 - a. Such projects must be developed remotely by ECC Corp Consultants. Client may reside anywhere within Canada, Mexico, South America, Europe, Australia, or Asia.
 - b. Client may not reside in dictatorship countries such as Cuba, Iran, Venezuela, or North Korea.

Technical Recruiters

1. When an individual joins ECC Corp to promote, market, and establish ECC Corp as an approved vendor to Clients, he/she will be given the title of “SVP of Sales and Business Development”.
 - a. The individual has to sign ECC Corp Sales and Business Development Agreement.
 - b. The individual’s picture and bio will appear on ECC Corp website.
 - c. The individual’s picture and bio will be listed in ECC Corp 2009 Interim Report.
2. When a company joins ECC Corp to promote, market, and establish ECC Corp as an approved vendor to Clients, the company has to sign ECC Corp Sales and Business Development Agreement.
3. Both such individuals and companies will be referred to as ECC Corp Sales Associates and basically their roll is business development for ECC Corp (“Business Developer”).
4. A Business Developer residing outside Comfort-Zone can market and establish ECC Corp as an approved vendor to Clients headquartered within his/her county or state.
5. A Business Developer residing within Comfort-Zone can market and establish ECC Corp as an approved vendor to Clients headquartered within Comfort-Zone.
6. Business Developers must bring in direct Clients only and they have to put in the efforts needed to establish and sign ECC Corp Consulting Assignment Agreement with such direct Clients, leading to becoming an approved vendor to such Clients.
7. Business Developers will have the responsibility of regular and continued efforts in checking Clients’ consulting needs, leading to procuring new consulting contracts. They are the connecting link between ECC Corp Consultants and Clients.

Background and Knowledge for Business Developers

1. Understand that building real, trusted and ethical relationship with Client is the basis for establishing ECC Corp as an approved vendor.
2. The process of becoming an approved vendor starts by signing the first consulting contract with a prospective client.
3. Need to know how to find profitable opportunities in business networks to deploy ECC Corp senior consultants.
 - a. For example, establish business connections through LinkedIn.com with business and information technology (“IT”) executives.
4. Need to know that all of ECC Corp senior consultants have signed ECC Corp Consultant Agreement; this agreement is found in the 2009 Interim Report. You will also find their pictures, bio, and their expertise within the 2009 Interim Report.
5. ECC Corp will continue to sign up more senior consultants.
6. Need to continue developing, increasing, and maintaining business relationships with Clients.
7. Need to provide support and negotiations for signing ECC Corp Consulting Assignment Agreements.
8. Need to recognize and respond to Client needs.
9. Need to maintain ethics, integrity, confidence, and legality of business conducts with full transparency.
10. Need to become familiar with ECC Corp Consultants’ expertise, experiences, and education.
11. Need to be a creative thinker.
12. It would be helpful to maintain a general knowledge of the IT industry.

The Characteristics of a Successful Business Developer

Based on a recent market research results, a successful business developer is

1. able to carry out at least 37.5 hours per week and a minimum of 7.5 hours per day of sales and business development activities. The number of hours per week does not have to necessarily be for ECC Corp. However, being active in marketing, business development, and contract negotiations on day-to-day basis is a plus.
2. has excellent communications and people skills, and strong interpersonal skills.
3. maintains a sense of urgency, dedication, and persistence at all times.
4. able to quickly assemble himself and approaches prospective clients swiftly, without procrastination or delay.
5. able to multi-task in people-interactions.
6. able to learn quickly and handle ambiguity.
7. able to think creatively, analytically, and strategically.
8. has the capability and competence in IT industry to support the practice of co-creation of value with current and future ECC Corp clients and other business partners.
9. is computer literate with knowledge of Microsoft® Word and Excel.
10. shows the ability in identifying or creating consulting opportunities in IT industry.
11. able to bring technical and analytical knowledge to bear on business development.
12. able to enjoy and have fun with sales and business development activities.
13. has positive attitude, self confidence, and is self-motivated.
14. has a Bachelor's degree and if not, that's ok. An MBA or EMBA degree is a plus.
15. thinks of himself/herself as self-employed running his/her own corporation. Experience in Business Development is a plus.
16. able to listen and respond to clients and is able to build client relationships.
17. a risk-taker in investing time and efforts in building relationships with clients.
18. tries to understand clients’ IT needs, business needs, and their operations as time passes on.
19. tries to become familiar with Microsoft®, Oracle®, IBM, and Sun Microsystems® software and database products used by clients.

Based on a recent market research results, a successful business developer has the following attributes and skills.

1. Is focused, committed, and works hard. Questions and challenges. Is aggressive and energetic.
2. Has the ability to motivate people and is adaptable, charismatic, resourcefulness, and knowledgeable.
3. Has respect for others. Communicates and researches.