



MAYFIELD CONSULTING

SALES CONSULTING & BUSINESS DEVELOPMENT SERVICES

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Founded in 1987, Mayfield Consulting provides a wide range of marketing and sales related consulting services to companies who participate in industrial, high-tech and contract manufacturing markets.

Mayfield Consulting strives:

- To provide the highest quality advice, counsel and marketing services to our clients - our years of experience with companies such as IBM, GTE, Arthur D. Little, Inc., First Union and Price Waterhouse, allow us to understand the high standards required and then exceed them
- To provide measurable results, whenever possible, by viewing sales and marketing as a process that has measurable outcomes, and by providing qualified prospects that can be closed
- To base our recommendations and/or prospects on data, analysis and extensive business expertise, allowing our clients to make quick, "smart" business decisions
- To be responsive to our clients - to listen and react immediately when clients need our expertise or assistance

Our clients are typically divisions or companies that are \$20-400 million in sales, even though start up and Fortune 500 companies have sought our advice, counsel and services. Approximately 90% of our 2000 revenue came from previous clients or personal referrals from satisfied clients. We also have successfully generated new clients using Mayfield Consulting's Business Development system.



"I get the same quality that I would if hiring name brand consultants without paying exorbitant fees...and those consultants never send Mr. Peat, Ms. Marwick or Mr. McKinsey to see me. Anne Mayfield's personal involvement guarantees the quality of the project."

*L. Boesger - Principal,
Berwind Financial Group, LP*

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Mayfield Consulting Contact Information

To find out more about Mayfield Consulting, or to have an informal discussion concerning the specific needs of your company, please contact us at:

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Charlotte Marketing Consultant, Anne Mayfield, Receives Harvard Outstanding Contribution Award

CHARLOTTE, North Carolina, January 6, 2003 - The Harvard Alumni Association recently presented Anne Mayfield, a Charlotte Marketing Consultant, with the HAA Outstanding Contribution Award. This award recognizes alums who have gone above and beyond the call of duty to make an exceptional contribution to their local Harvard Alumni Club. Anne has served as President of the Harvard Business School Alumni Club of Charlotte since 1993. Under her leadership, the club has grown to approximately 100 members. Awards were presented at the annual Alumni Leadership Conference at Harvard.

The Charlotte Harvard Business School club has been a successful networking tool for many in the Charlotte business community. Carl Muller, HAA Regional Director, praised Mayfield's work with the club stating, "Anne is an excellent example of bridging the gap. She has brought Harvard to a broad cross-section of central North Carolina – not just to Harvard alums."

For more information, contact Jennifer Wells at 704.782.2200 or jenniferwells@mayfieldconsulting.com



State:

Zip:

Country:


Phone:

Email:

Best Method of Contact

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How Mayfield Consulting Is Different

Glimmers:

" I am always amazed at the significant insight or "glimmers" that Mayfield Consulting provides. Once you see the data, hear the in-depth comments and hear them explain the comments in the context of the bigger picture - the market becomes clear. The insight that is derived from their professional in-depth interviews is truly amazing. And true "glimmers" are hard to come by in the business world." J. Piemont, Bluestone Management

Strategic and Tactical:

Mayfield Consulting applies our extensive marketing and sales backgrounds to not only developing the vision, but recommending (and in some cases performing) much of the actual sales and marketing implementation. We can "stand in" for Senior VP's of Marketing as companies undergo change. We can develop and implement a tightly focused and managed marketing and selling system that allows the marketing vision to be implemented in the field.



"Without our Integrated Sales and Marketing System designed by Mayfield, we would not know how to use our monies wisely. Now we can change media and signage and "know" whether they have been effective driving more prospects to our site. The data driven marketing has also been critical to our product development and target marketing. It allows us as a small, niche player to compete effectively against the large national companies - that seem to have unlimited national media budgets."

*T. Carr - VP Sales and Marketing,
Afton Village Land Company*

Measurable Results:

When performing research we gather market information, as well as locate prospects when applicable. We design ways to measure the effectiveness of ad campaigns or trade shows. We believe that the majority of a company's marketing budget should be yielding measurable results, so you can evaluate, how to effectively focus your resources, budgets, time and targets.

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Our Major Areas of Expertise Include:

- Integrated Sales and Marketing Systems
- Business Development
- Channel or Distribution Management
- Product Development
- Acquisition or Investment Research and Analysis
- Senior Management Advice and Counsel



Integrated Sales and Marketing Systems

Sales situations change daily, and must be set up for consistency and tracked for tactical fine tuning and strategic management. MC has provided the sales and marketing setup for the installation of a fully integrated sales and marketing system, using several of the most popular sales tracking and management packages. We have found that setting these systems up by consistently documenting the steps in the sales process, definition of high, medium and low prospects and adding FAQ's (Frequently Asked Questions) can structure and aid the selling effort. consistently including background information, conversation notes, level of interest and target market information, etc. - allows our clients to manage and fine tune their selling, target marketing, media and trade show expenditures, product development, etc. effectively. These systems can be used to help your sales and marketing effort "outsell" your competition.

Business Development

Mayfield Consulting provides Business Development as an ongoing service. We combine Strategic Marketing and Tactical Sales acumen - daily; we provide "hot prospects" that fit our client's "Best Customer" profile and can be closed by their sales force. The steps include:

- 1 Determining our client's "Best Customer" Profile
- 2 Analyzing the market or markets
- 3 Selecting Accounts

- 4 Narrowing Potential Prospects to "Real Prospects"
- 5 Establishing Relationships

Our Business Development services provide:

- On-going research, analysis and selection to find new prospects that fit the "Best Customer" profile
- On-going modification of the Business Development system to fit new objectives or business conditions

Channel or Distribution Management





Distribution channel options change constantly, particularly as new technology becomes available. We have extraordinary experience with:

- Direct Selling
- Indirect Reps
- Dealers and Distributors
- System Integrators
- Internet
- Telephone prospecting, selling and market research
- Etc.

We work with companies to understand the "best" mix to be able to manage the channel(s) effectively.

Product Development

Product development should be market driven. It is just that simple. Reaching out to a reasonable sample of prospects and understanding their needs and what they will pay - is critical, before product introduction.

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**CHIP
MANUFACTURING
EQUIPMENT**

HIGH TECH

- Computer Hardware
- Computer Software
- Manufacturing of Medical Equipment
- Systems Integration
- Telecommunications Infrastructure
- Telecommunication and Networking Equipment
- Test Equipment



**LOADING DOCK
SYSTEMS**

CONTRACT MANUFACTURING

- PCB Assembly
- Electromechanical Assembly
- Engineered Services
- Injection & Structural Foam Molding
- Specialty Molding
- Metal Fabrication
- Metal Stamping
- Die Casting



**INDUSTRIAL
VALVES**

INDUSTRIAL

- Electrical Meters
- Fittings & Valves
- Food Manufacturing Equipment
- HVAC Systems
- Industrial Dryers
- Industrial Filtration
- Industrial Strainers and Valves
- Loading Dock Systems
- Machine Tools and Machining Centers
- Material Handling Equipment
- Molded Urethane Woodwork
- Plastic Industrial Boxes
- Pumps (Underground Water and Oil, Sanitary)
- Scissor Lifts and Stackers
- Sewer Cameras
- Wire Rope & Cable



**URETHANE
MILLWORK**



REAL ESTATE

SERVICES

- Corporate Training
- Distribution of Construction Equipment
- Insurance - Disability
- Insurance - Health
- Maintenance of Pre-press Printing Equipment
- Printing Services
- Real Estate Development
- Retirement Plans

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Anne M. Mayfield

Ms. Mayfield is President and founder of Mayfield Consulting, a NC based management and marketing consulting firm that focuses on high tech, industrial and contract manufacturing industries . While consulting for Arthur D. Little, Inc., she specialized in marketing consulting and worked with companies in a variety of industries.

Ms Mayfield received an MBA from Harvard Graduate School of Business Administration (1978) and a BA in Economics from Duke University (1971), completing a four year curriculum in three years. Ms. Mayfield was a Senior Consultant for Arthur D. Little from 1979 to 1987 and a Marketing Representative with IBM from 1972 - 1976. Since 1986, when she founded Mayfield Consulting, she has been President, owner and managed its growth.



Associates

Mayfield Consulting associates are highly qualified and have worked in senior positions with companies such as Bekaert Steel, Citicorp, Doubleday, First Union, GTE, IBM, Lockheed, Management Recruiters International, Merrill Lynch, Miami Herald, Milliken and NBC News Channel. Our associates are highly focused and motivated, and enjoy the workplace flexibility and intellectual challenges that Mayfield Consulting provides.

Comments from some of our Managers and Associates include:

"I enjoy the challenge involved in helping our clients solve problems or answer difficult questions. I am always amazed at how much information we find out by discussing our client's important issues with their customers, prospects or industry leaders. Some of my favorite projects involve not only identifying a new industry for our clients, but also delivering them business in those industries as well. I think that is one of the ways we are different from other consultants - we identify potential new segments and then deliver the business as well."

- K. Carswell, Project Manager

(Background: 14 years with GTE, in Sales and Sales Operations)

"The really interesting thing about working for Mayfield Consulting is the variety of people you talk to and the ways they react to our interviews. Many times they end up telling you their life history and how it influences how they choose their product or brand today. Usually they are very nice and forthcoming. It really is the highlight of my day."

- P. Smart, Consultant

(Background: MBA, Duke University; Manager, PriceWaterhouse; Vice President, First Union National Bank)

"One of the guys I interviewed really got excited about providing his input into the design of a new model of a clamp-on voltage meter. He was ready to make them into a fashion statement with neon colors and movie star endorsement. His ideas and enthusiasm were great and very insightful. These units can easily be lost on-the-job or in the truck, so a neon color makes sense."

- N. Bauroth, Senior Associate

(Background: VP Marketing Citicorp; Merrill Lynch, Assistant Vice President; Doubleday & Co., Director of Advertising and Promotion)

"I specialize in the Contract Manufacturing (CEM) industry. Several of my contacts have moved through senior positions at several large CEM's and now call me to let me know where they are and what their new responsibilities are. Our services and relationships are highly valued and it shows."

- L. Owens, Contract Manufacturing Specialist

(Background: Special Projects Producer NBC News Channel; Miami Herald, Sales Representative)

"Our work is similar to reading a good mystery; you start with a small bit of information and start building on it. The story twists and turns as more and more information comes to light. Finally, by the end, you see the big picture and all the facets that make up the picture. Mystery solved! Recommendations made. Client satisfied."

- G. Gagat, Senior Associate

(Background: Lockheed Missiles & Space Co., Inc.)