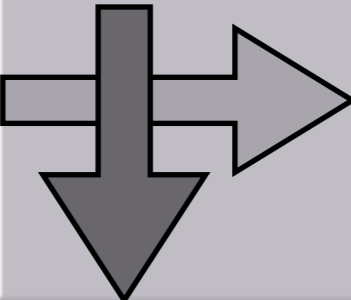


# Market Positioning

	Architects & Engineers	Owners	Associations	Property Managers
Message	<ul style="list-style-type: none"> <li>• Reputation</li> <li>• Reliability</li> <li>• Project Mgt.</li> <li>• References</li> <li>• Ingenuity</li> <li>• Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Market Presence</li> <li>• Trust</li> <li>• Showroom</li> <li>• Guidance</li> <li>• References</li> </ul>	<ul style="list-style-type: none"> <li>• Referrals</li> <li>• Demonstration/ site visits</li> <li>• Guidance</li> <li>• Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Referrals</li> <li>• References</li> <li>• Guidance</li> <li>• Solutions</li> </ul>
Requirements	<ul style="list-style-type: none"> <li>• Capability</li> <li>• Specifications</li> <li>• Response</li> <li>• Innovation</li> <li>• Financial Health</li> </ul>	<ul style="list-style-type: none"> <li>• Solutions</li> <li>• Guidance</li> <li>• Customer Service</li> <li>• Track Record</li> </ul>	<ul style="list-style-type: none"> <li>• Specifications</li> <li>• RFP*</li> <li>• Relationships/ Teams</li> <li>• Project Mgt.</li> </ul>	<ul style="list-style-type: none"> <li>• Selection</li> <li>• Expertise/ responsibility</li> <li>• Pre-approved vendor</li> <li>• Trust/guidance</li> </ul>
Where Are They?	<ul style="list-style-type: none"> <li>• Office</li> <li>• Associations</li> <li>• Trade Events</li> <li>• Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Home</li> <li>• Showroom</li> <li>• Internet</li> <li>• HOA</li> <li>• Neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>• Office</li> <li>• On-Site</li> <li>• Trade Events</li> <li>• Assoc. Mtgs.</li> </ul>	<ul style="list-style-type: none"> <li>• Office</li> <li>• On-Site</li> <li>• Trade Events</li> </ul>

\* Request For Proposal