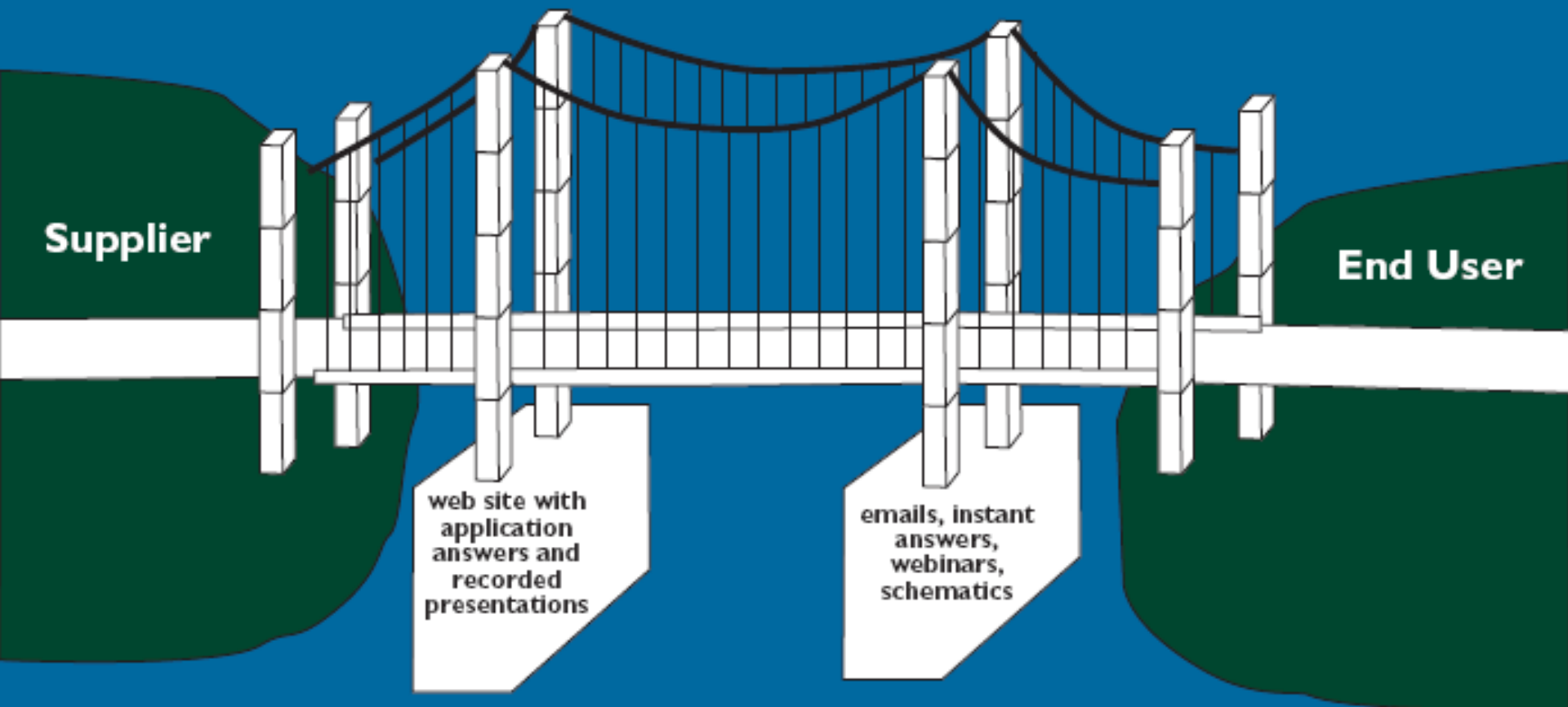


## The Mcilvaine Knowledge Bridge between



*It's a knowledge based sales super highway compared to the present ferry boat*



# Knowledge Based Sales

- Elevates purchaser knowledge and facilitates purchase of lowest life-cycle cost product
- Elements of Knowledge Based Sales include:
  - Four new sales routes
  - Satellite website with recorded presentations and schematics
  - Intelligence System built around Knowledge Based Sales seamlessly integrates intelligence gathering and dissemination
- Free McIlvaine site educates the purchaser and can be leveraged by the supplier
- Decisive Classification system provides selection structure
- Display of classification terms in other languages insures a level international playing field

# Four New Sales Routes

## Mclvaine Free Site

1. Mclvaine sends regular emails to prospects resulting in hits on Mclvaine free site
2. Prospect reads about an ABC product to solve his problem and goes to ABCproductidentifier.com

## ABC Company Web Site

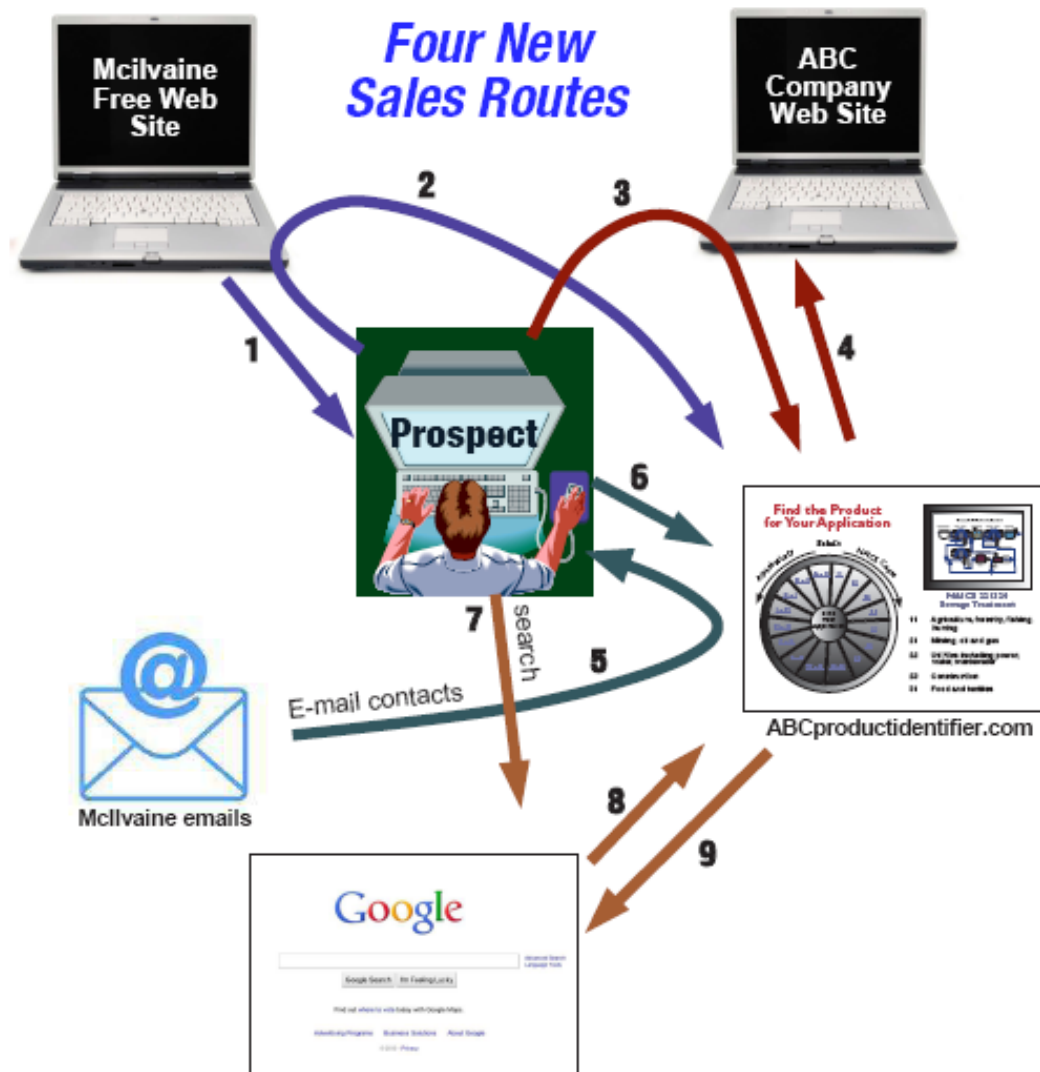
3. Prospect in searching for answers for his problems goes from ABC company web to ABCproductidentifier.com
4. After providing application data the prospect is led back to the main company site to view the specific product which is the right one for the application

## ABCproductidentifier.com

5. Mclvaine sends emails to prospects through abcproductidentifier.com
6. Prospect responds by viewing ABCproductidentifier.com. Then back to step 4.

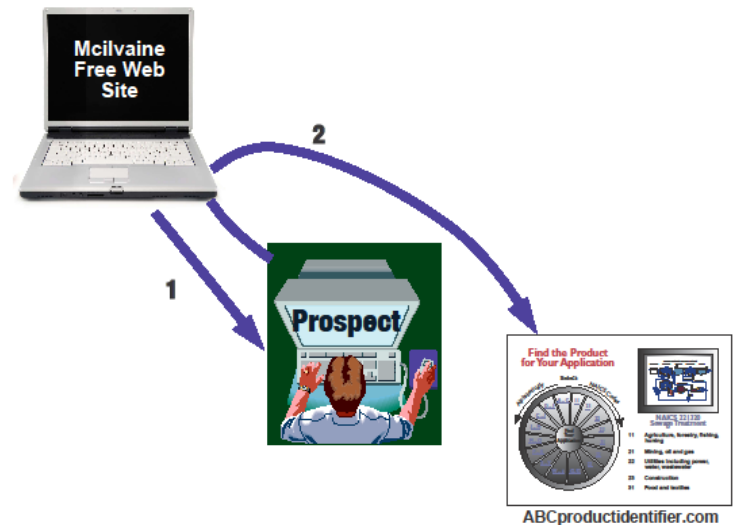
## Google

7. Prospect searches Google and finds lots of new application information relative to ABC products
8. This is the result of continuing Google searches of the ABCproductidentifier.com
9. Some information on each important application should be provided on abcproductidentifier.com and therefore flowing back to Google.



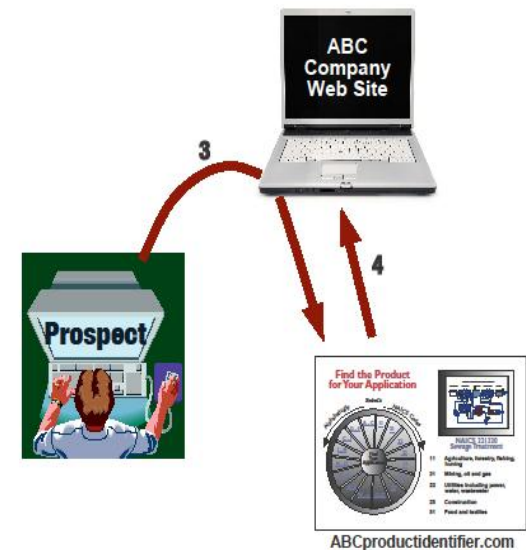
# Mcllvaine Free Site

- The Mcllvaine Free Site is a major starting point for decision makers in air, water, energy, and contamination control
  - Weekly e-mails to 40,000 people to insure maximum site traffic
  - Tools to determine lowest lifecycle cost
  - Traffic directed from Mcllvaine Free Site to ABC product identifier.com or ABC Company main website
  - Decisive classification of products in both English and Chinese
  - Unique application identification including decisive sequence and schematics
  - Recorded ABC webinars, recorded shared webinars, InterWEBviews
  - White papers and articles about ABC products



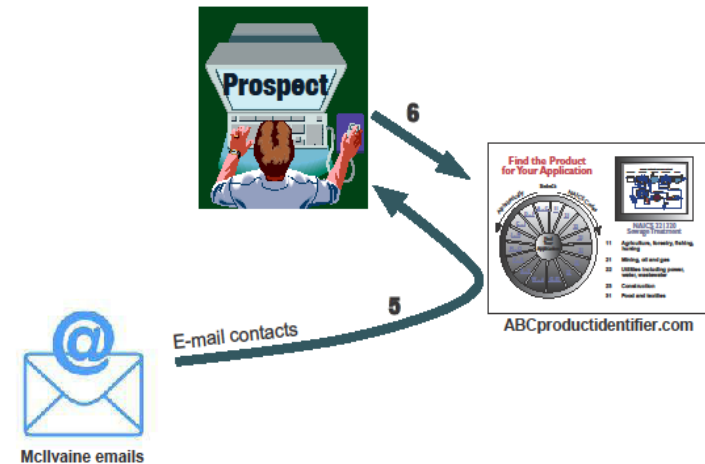
# ABC Company Website

- The prospect wants to know how the ABC products will solve his problem in a specific industry, process, and sub-process
  - Satellite ABC product identifier.com site provides answers in user friendly mode
  - White papers, useful application information, recorded presentations cost effectively included
  - The productidentifier.com site appears to be part of the ABC main website; McIlvaine provides all design and input
  - Displayed in Chinese or other languages
  - The use of the decisive classification and sequencing of applications and schematics eases search for prospect



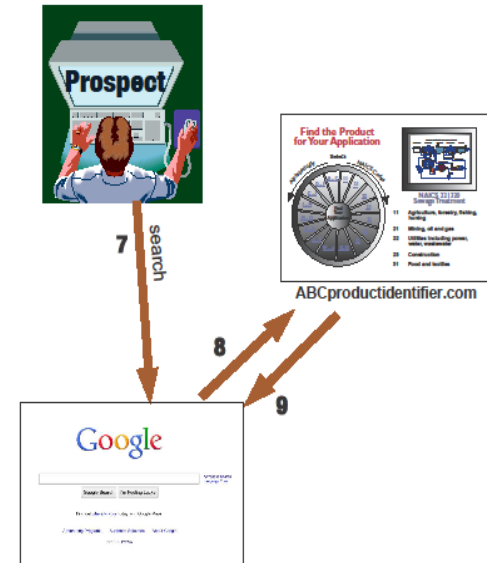
# ABCproductidentifier.com

- McIlvaine sends regular e-mails to prospects using the domain name abcproductidentifier.com
  - News and reasons to access the abcproductidentifier.com site.
  - Targeted to specific industry segments
  - Important application news relevant to recipient
  - Recipient will want to access abcproductidentifier.com to learn more about reducing lifecycle costs
  - Site has application background and schematics plus ABC case histories, webinars, interWEBviews
  - Site convinces recipient to consider ABC product and leads to ABC Company Website with product details

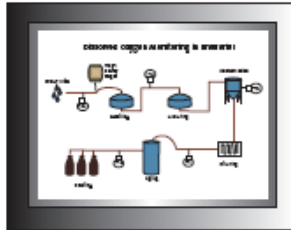


# Google Search

- Hundreds of different applications can be displayed on [abcproductidentifier.com](http://abcproductidentifier.com)
  - Tailored application information
  - Google searches will more prominently display information about ABC products
  - Opportunity for ABC to solve Google searcher's problem with text, schematics and recorded presentation
  - With use of standard McIlvaine application classification, background and schematics there is demonstration of ABC knowledge of the customers unique needs
  - So ABC productidentifier.com site combines the general application information with the specific ABC capability
  - This extensive application coverage insures heavy traffic directly from Google

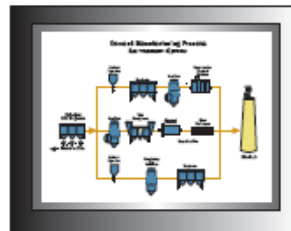


# ABCproductidentifier.com



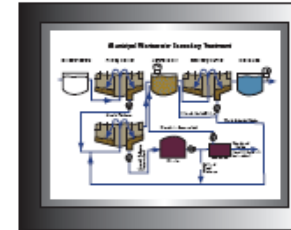
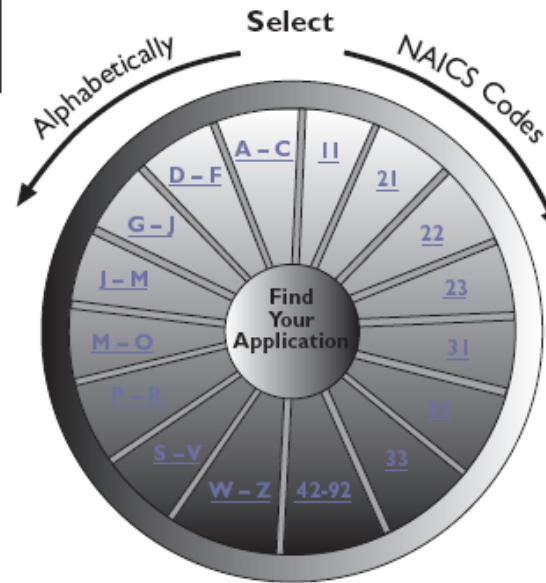
Breweries

[Asphalt](#)  
[Breweries](#)  
[Cement](#)  
[Coal](#)  
[Iron & Steel](#)  
[Pharmaceutical](#)  
[Pulp & Paper](#)  
[Refineries](#)  
[Sewage Treatment](#)



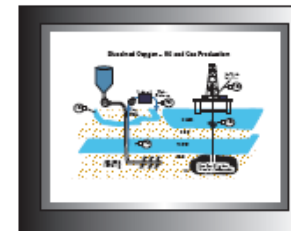
Cement

**Find the Product  
for Your Application**



**NAICS 221320  
Sewage Treatment**

- 11 Agriculture, forestry, fishing, hunting
- 21 Mining, oil and gas
- 22 Utilities including power, water, wastewater
- 23 Construction
- 31 Food and textiles
- 32 Wood, petroleum, chemical, pharmaceutical
- 33 Metals, machinery, computers, and vehicles
- 42-92 Wholesale, retail transportation, publishing, finance, services



**NAICS 211101 Oil & Gas**

 **ABC Industries**  
[www.abcindustrieproductidentifier.com](http://www.abcindustrieproductidentifier.com)



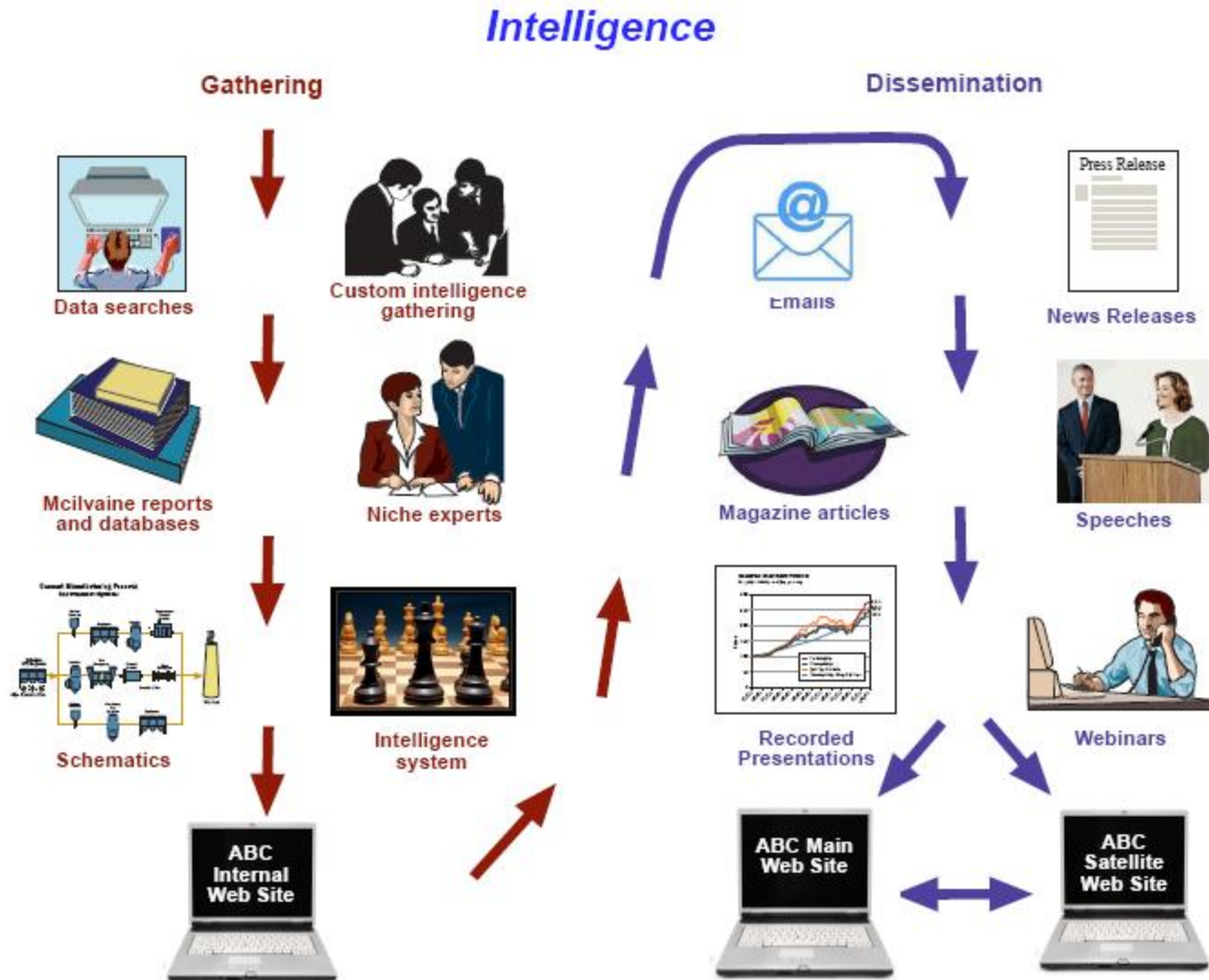
# Why Have a Satellite Site?

- No effort by ABC – only requires one link
- Prospect wants fast answer for his problem
- Organizes ABC and McIlvaine information to provide specific answer
- Application gateway to company's website with product information
- Use of decisive and standard classification enhances ability to provide the answer
- Low cost for Chinese or other language compared to alternatives
- Site is easily and continually updated

# Features of the Satellite Site

- Appears to be part of ABC company website with an ABCproductidentifier.com domain name
- Standard classification using NAICS codes makes searches easy
- Schematics supplement text to provide clarity
- Easily and continually populated with text
- Recorded presentations are displayed in streaming media
- Recordings can capture latest power point presentations by ABC salesmen

# The Intelligence System



# Why Have an Integrated Intelligence System?

- Superior Intelligence System necessary for “Knowledge Based Sales” success
  - Drives general strategy, sales, product development, and training
  - Knowledge based sales should be part of the coordinated corporate program
  - Delivers the 4 Knowledge needs: Alerts, Answers, Analysis, and Advancement
  - Utilizes the resources of a global orchard of synergistically juxtaposed decision trees
  - Basic elements are gathering and dissemination

# Data Research

- If we only knew what we know
  - Relevant data collected by McIlvaine and ABC sales and technical personnel should be coded and stored for future access
  - Access system uses the “decisive classification” terms to maximize search value
  - Access system reflects industry and process classification in the ABC productidentifier.com satellite site
  - Decisive classification should reflect the life cycle cost reduction parameters
  - McIlvaine can cost effectively provide input and support for the data research



## Data searches

D.O. ANALYZER CLASSIFICATION	
PREVIOUS	NEW
Galvanic	Electrochemical
Polarographic	Optical
Optical	MEMS

# Custom Intelligence Gathering

- McIlvaine has contacts and skill sets to economically deliver custom intelligence
  - Consultants have decades of experience in consumables, instrumentation, and equipment in water, air, and energy
  - Consultants are already in constant contact with many thousands of information sources
  - McIlvaine can leverage the pollination from relevant decision trees in the Global Knowledge Orchard
  - Information gathered for one industry can be equally valuable to the potential suppliers
  - McIlvaine resources are worldwide with many language capabilities

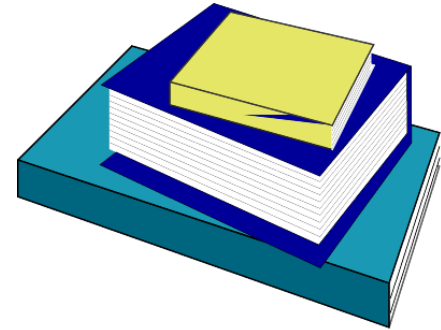


## Custom intelligence gathering

Wastewater Treatment Chemicals			
Company Name	Estimated Chemical Sales by Application (2009, Mil \$)		
	Boiler Water	Cooling Water	Water & Wastewater
<a href="#">Arch Chemicals</a>	nil	\$110.2	\$440.9
<a href="#">Ashland/ Hercules</a>	\$154.0	\$309.0	\$479.0
<a href="#">Baker/Petrolite</a>	nil	nil	nil
<a href="#">BASF/Ciba</a>	\$100.0	\$250.0	\$650.0
<a href="#">Buckman</a>	\$50.0	\$100.0	\$100.0

# McIlvaine Reports & Databases

- Reports range from market forecasts to specific project and people identification
  - 50 services with a total of close to 1-million pages online are updated monthly
  - Information can be customized for sales people in specific locales
  - Top management benefits from global perspectives with predictions of GDP, population and specific industry growth in every country
  - Instant forecast software allows easy determination of the market for a specific product in a specific industry in a specific country



**McIlvaine reports  
and databases**

# Niche Experts

- The world's knowledge is in tiny niches and mostly in the heads of a few people
  - McIlvaine identifies and continues to coordinate with thousands of these people in the relevant areas
  - ABC can benefit from McIlvaine knowledge through subcontract or on an hourly basis directly
  - Niche expertise exists for product technology, industry processes, locales, and language
  - With niche expert support an ABC bright newcomer can function as if he were an industry veteran

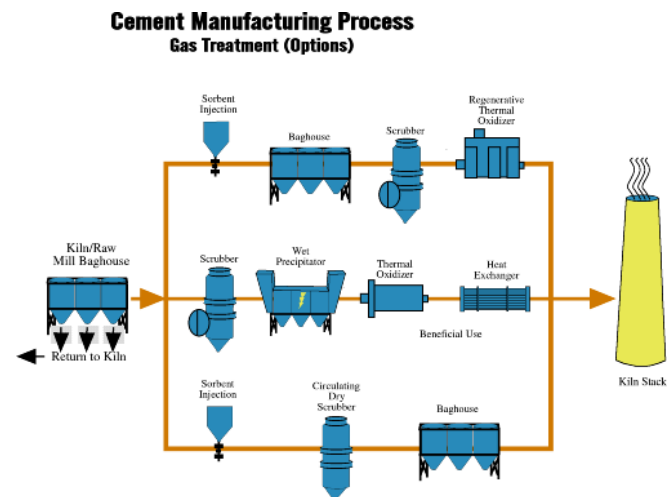


**Niche experts**



# Schematics

- If the prospect sees a schematic of his industry, process, and product location, he is assured that ABC can provide the product he needs
  - Schematics need to be very specific and reflect the best industry, process and product knowledge and accurately communicate the correct ‘decisive classification’
  - This requires coordination between niche expert and graphic designer
  - Even more complex interaction required with McIlvaine experts and graphic designers coordinating with several ABC people
  - Tailoring general schematics for specific products is cost effective



## Schematics

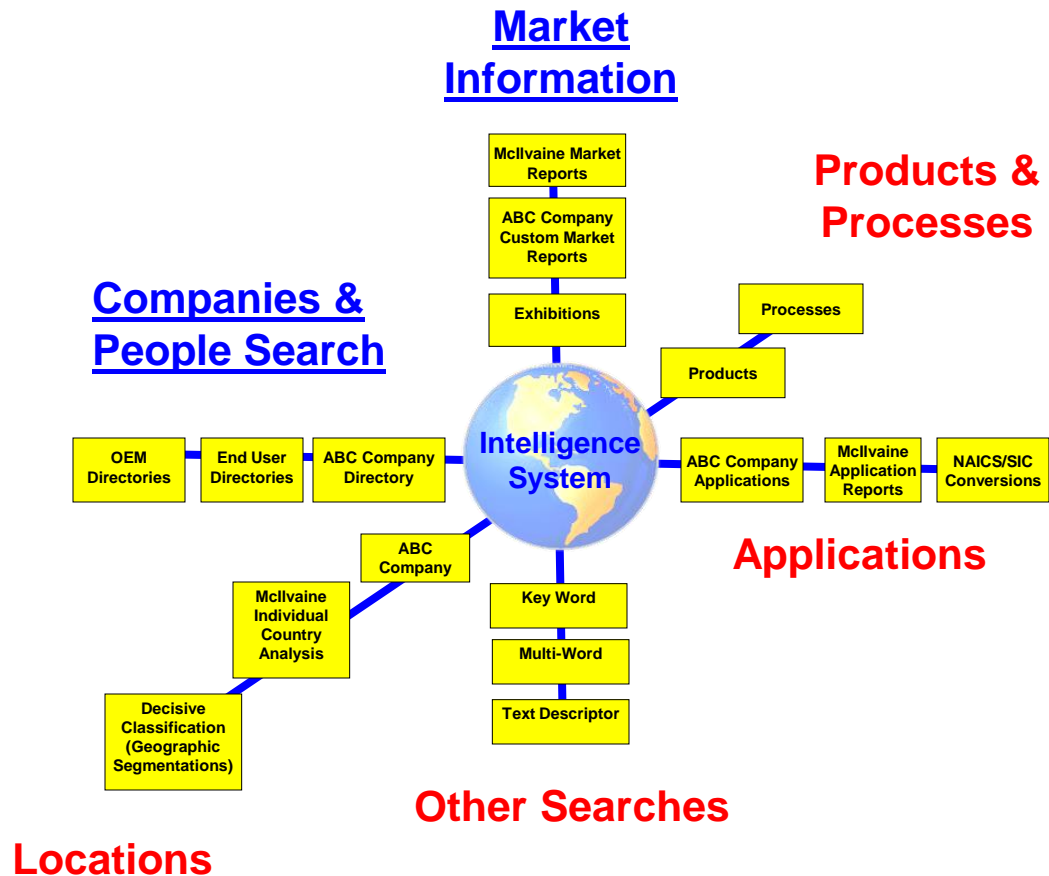
# ABC Company

## Internal Intelligence System

Click on yellow cells for additional information.

Alerts

Corporate  
Participants



\*Strategraphic® is a registered trademark of Northmoor Consulting, LLC

# Market Information

- **Mclvaine Company**

- Market Reports

- Instantly available online
    - Includes analysis, forecasts, monthly current-events updates and more

- **ABC Company**

- Custom Market Reports

- Prepared precisely to customer specifications
    - Usually completed in 30 to 60 days

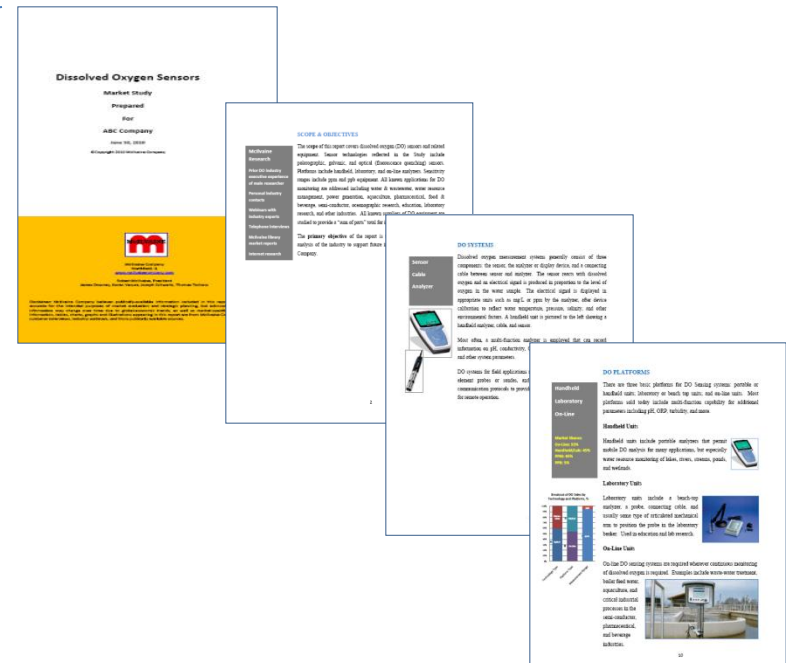
- **Exhibitions**

- On-line lists of all exhibitions

- By industry and by month

## Mcllvaine Online Market Reports (examples)

- World Markets For Your Products
- Renewable Energy World Markets
- Power Generation: World Analysis & Forecast
- Cooling Towers: Markets, Plants, and People
- Oil, Gas, Shale, and Refining Markets
- Ultrapure Water Markets
- Cosmetics & Beverages
- Others



# Companies & People

## • McIlvaine Search Resources

- OEM Directories
- End User Directories
- Search by company name, company service, individual name, plant location, and more

## • ABC Company Search Resources

- Custom search database
- Key contacts

### McIlvaine Company Networking Directory for all Products & Services

- Search by Company Name
- Search Companies by Services
  - Dissolved Oxygen Sensor Companies
  - Reverse Osmosis Companies
  - Liquid Filtration Companies
  - Site Remediation Companies
  - Others

**McIlvaine Company Networking Directory**  
For all Products and Services

Service: Water/Wastewater

Product Keyword: DISSOLVED OXYGEN SENSORS

Click on a company to view details:  
(displayed here is company name, location & number of contacts)

[Amersham Data Instruments, Inc. - MA, USA, 1](#)  
[ABB Instrumentation, Inc. - PA, USA, 4](#)  
[ABB Process Automation Division - NV, USA, 1](#)  
[ABTECH Scientific, Inc. - VA, USA, 1](#)  
[Abtorn Messtechnik GmbH - HQ - GERMANY, 1](#)  
[American Water Works Association - CO, USA, 4](#)  
[Amishra Group - CANADA, 1](#)  
[AMG Oceanographic Ltd. - CANADA, 1](#)  
[Analytical Sensors & Instruments, Ltd. - TX, USA, 1](#)  
[Analytical Technology, Inc. - PA, USA, 4](#)  
[Analytic, Inc. - Germany - GERMANY, 1](#)  
[Analogic Eco-Systems, Inc. - FL, USA, 1](#)  
[B&C Electronics Srl - ITALY, 1](#)  
[B&C Precision - CA, USA, 1](#)  
[Bentley University of Physics Institute - SWITZERLAND, 2](#)  
[Bentley AquaTwin, Inc. - CANADA, 1](#)  
[Biosynthetic Systems, Inc. - RI, USA, 1](#)  
[Brookline-James Corporation - CA, USA, 1](#)  
[California University of - Los Angeles - CA, USA, 1](#)  
[Campbell Scientific, Inc. - UT, USA, 2](#)  
[Cano Environmental Protection Technology Co., Ltd. - CHINA, 1](#)  
[CEP srl - ITALY, 1](#)  
[Common Sensing, Inc. - ID, USA, 1](#)  
[Conti Ocean Systems, Inc. - CA, USA, 1](#)  
[Custom Sensors & Technology - MO, USA, 1](#)  
[DCP Microdevelopment Limited - UNITED KINGDOM, 1](#)  
[DKE-TOA Corporation - JAPAN, 1](#)

**End User Directory**

Search By Location

Select a location below to view plants and people.

[AFRICA](#)  
[Alabama](#)  
[Alaska](#)  
[ALGERIA](#)  
[AMER. SAMOA](#)  
[American Samoa](#)  
[AP](#)  
[ARABIAN GULF](#)  
[ARGENTINA](#)  
[Arizona](#)  
[Arkansas](#)  
[ARMENIA](#)  
[AUSTRALIA](#)  
[AUSTRIA](#)  
[AZERBAIJAN](#)  
[BAHRAIN](#)  
[BANGLADESH](#)  
[BELGIUM](#)  
[BERMUDA](#)  
[BOLIVIA](#)  
[BRAZIL](#)  
[BURUNDI](#)  
[CALIFORNIA](#)  
[CANADA](#)  
[CHILE](#)  
[CHINA](#)  
[CN](#)  
[Colorado](#)  
[COLUMBIA](#)  
[Congo](#)  
[CROATIA](#)  
[CUBA](#)  
[CZECH REPUBLIC](#)

# Applications

- **McIlvaine Application Resources**

- Application reports
- Instantly available online, with full market and application details
- Searchable by industry classification, and by product classification

- **ABC Company Application Resources**

- Custom search database
- Key applications

## McIlvaine Application Resources

- Search by major industry or application
  - Electronics
  - Energy
  - Life Sciences
  - Manufacturing
  - Other

### McIlvaine Applications Table of Contents

- I. Electronics
  - [Disk Drive](#)
  - [Flat Panels](#)
  - [Other Electronics](#)
  - [Semiconductor](#)
  - [Cleanroom World Projects](#)
- II. Energy
  - [Biofuels](#)
  - [Biofuels Updates and Projects](#)
  - [Incinerators](#)
  - [LNG](#)
  - [Oil & Gas](#)
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  - [Utility Environmental Upgrade Tracking System](#)
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  - [Iron & Steel](#)
  - [Metalworking](#)
  - [Mining](#)
  - [Pulp Mills](#)
  - [Transportation](#)

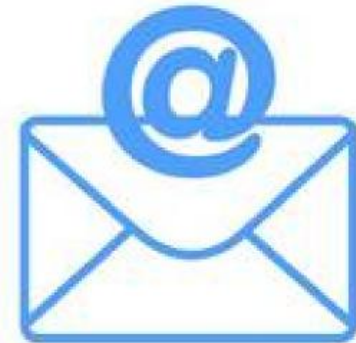
# ABC Internal Website

- ABC pass-protected internal website is populated and updated by Mcllvaine
  - Provides instant queries for the Intelligence System
  - Serves to coordinate activities of disparate divisions and locales
  - Provides for package discounts and coordination of Mcllvaine subscriptions
  - Alerts sent to specific ABC personnel provide news and entice them to access the site



# E-mails

- McIlvaine has a comprehensive database of e-mails for decision makers
  - List is updated daily with registrations to free site plus search and phone calls
  - E-mails can be sent out under ABCproductidentifier.com domain name
  - E-mails can include the supplier promo material and also some McIlvaine news to ensure readership
  - E-mails can promote recorded presentations and webinars featuring ABC Company



**Emails**

# News Releases, Articles, Speeches

- McIlvaine can assist ABC Company with news releases, magazine articles, and speeches
  - White papers with third party validation can show the lower life cycle cost
  - Schematics and other McIlvaine resources can add value
  - In addition to ABC authored articles, information on ABC can be included in general articles McIlvaine is writing for many magazines around the world in English and Chinese
  - McIlvaine can cover ABC products in its own newsletters and Report Updates



News Releases



Magazine articles

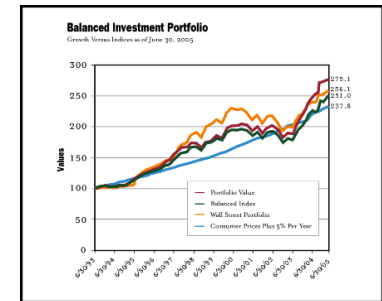


Speeches



# Recorded Presentations

- The most comprehensive and valuable ABC sales promotional data is on the lap tops of ABC personnel
  - Hundreds of power point presentations can be recorded by McIlvaine and made available for sales purposes
  - McIlvaine hosts and records a presentation while the presenter sits at his own computer
  - Can be conducted solely for recording or for a limited audience
  - One variation is the InterWEBview where the actual material on the ABC website is displayed during the interview
  - Access to recordings can be posted on the ABC satellite website ([abcproductidentifier.com](http://abcproductidentifier.com)) and/or coverage of ABC products in McIlvaine Newsletters and Report Updates



## Recorded Presentations

# Webinars

- The difference between recorded presentations and webinars is the audience participation
  - Mcllvaine can e-mail and register attendees
  - E-mail sample on the next slide was sent to 14,000 people; Over 200 people registered
  - Mcllvaine can also add to ABC presentations with guest speakers to draw bigger audiences and support claims made by ABC
  - Mcllvaine hosts and asks questions to encourage audience participation
  - Webinars can be conducted and recorded in Chinese as well as English



**Webinars**

# Webinar E-mail Example

GE  
Energy

Finding *Solutions*

This message may be considered an advertisement or solicitation under U.S. law

Attend a complimentary webinar  
featuring GE Energy's innovative  
low-cost mercury control technology

**April 18, at 10:30AM Central Standard Time**

Within the next few years, a number of states will have enacted regulations requiring high levels of mercury emissions control. The concern within the industry has been the lack of availability of cost effective and reliable mercury control. This webinar will outline the results of recent performance testing and explain important technology features and benefits and how they can impact your bottom line.

Presented by **Vitali Lissianski**, GE Energy expert on mercury emissions control, featuring recognized combustion industry expert **Randy Seeker** and ESP expert **Bob Taylor**. Facilitated by Bob McIlvane from the McIlvane Company.

Learn more about GE Energy's mercury control technology that minimizes emissions and optimizes performance. This 60-minute session will include ample time for questions and discussion.

There is no charge for this session. Because this webinar is by invitation only, you must register for web and phone access instructions.

**Be sure to register ASAP, there are only a limited number of slots available.**

To register and for details click [HERE](#).

For questions about Mercury control technology, call Frank Van Dijk at (816) 356-8400 ext. 494, or for registration questions, call Dina Michalek at (847) 784-0012 ext. 123.

Please join us!



**Mark Hachenski**  
General Manager, Emissions & Optimization Performance

Click [REPLY](#) to this email to opt out of future GE Energy emailings from the McIlvane Company.



imagination at work



## Webinars

# Knowledge Based Sales

- If ABC Company has a better product then a knowledge based sales environment will increase the success ratio
- The better the purchaser understands the life cycle cost ramifications of alternatives the more likely he is to purchase the better product
- The better the ABC personnel understand the purchasers applications the more likely they are to recommend the right product and to make the sale.
- The McIlvaine Knowledge Based Sales program raises the knowledge level for both the purchaser and ABC personnel
- The international scope and classification of products and applications in multiple languages levels the playing field for the international provider
- Knowledge based sales makes full use of all the digital tools and with the webinars provides the power of the personal interaction.