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New Book, *Building Routes to Customers*, Reveals How to Spend Smarter to Succeed in a Tough Economy

Many small and mid-sized businesses cut spending when the economy turns down. But what they really want to do is shift spending to things that are producing revenue and profit and stop spending on things that aren't productive.

Unfortunately, it's difficult to see which expenses in marketing and sales are really producing revenue and profit. With separate budgets for advertising, direct mail, websites, sales staff, distributor incentives, customer promotions, and so on, it's not easy to see what's working and what isn't. Until now, it has been very difficult to decide how to spend marketing and sales dollars to maximize revenue and profit in rapidly changing markets.

That will change with the release of ***Building Routes to Customers: Proven Strategies for Profitable Growth*** (Springer, February 9, 2009, 240 pp., 65 illus., hardcover, \$39.95, ISBN: 978-0-387-79950-6), written by management experts and executives Peter Raulerson, Jean-Claude Malraison and Antoine Leboyer to explain the powerful Routes-to-Market (RTM) approach that companies are using to grow their revenues and profits in challenging market conditions.

One company which had lost money for three years before adopting RTM, increased revenue by 12% while cutting sales costs by 25%, turning significant losses into big profits. Another company grew their revenue and profits by 30% in a tough economy by using RTM to fine-tune their marketing mix without increasing their overall marketing spend. A third company became the most profitable company in its industry by using RTM to align their marketing and sales resources for maximum productivity. So far, over 400 small and mid-sized companies and several Fortune 500 firms have adopted RTM.

In ***Building Routes to Customers***, Raulerson, Malraison and Leboyer provide their collective wisdom and a step-by-step approach with dozens of examples to show how managers can harness RTM to:

- ⇒ Get the right products and services to the right customers at the right time
- ⇒ Retain existing customers and create profitable new ones
- ⇒ Optimize their marketing mix and sales and distribution channels to maximize revenue and profitability throughout the product life cycle
- ⇒ Get everyone in product management, marketing, sales, customer service, and distribution partners aligned and working together to maximize results
- ⇒ Determine the optimal level of spending for each function in marketing, sales and customer service, for each market segment, product and service.

Building Routes to Customers is getting exceptional pre-publication praise from senior executives at large and small companies including Microsoft, IBM, Adobe, HP, Plantronics, Cisco, F5 Networks, Baracoda, WatchGuard, Blue Lane, Rosetta and HaloSource.

“Routes-to-Market is a very smart way to make key decisions in marketing and sales to maximize revenue and profitability throughout the product life cycle. At HaloSource, we used this process to rework our SeaKlear line of Water Treatment Solutions and have seen consistent, stronger than industry growth in revenue, margins and overall profitability for the past three years.”

— *Rick Lockett, Vice President, Water Treatment, HaloSource, Inc.*

About the Authors

Peter Raulerson is an expert in go-to-market strategies and tactics, and a Partner with The PARA Marketing Group, a management consulting firm. He has consulted extensively with executives of Adobe, Canon, Cisco, F5 Networks, HP, IBM, Microsoft, Oracle, Sun, Symantec, and other technology companies including venture-backed start-ups. He has helped them increase corporate value by bringing new products and services to market, building new value chains and distribution channels, and significantly improving the productivity of product management, marketing, sales and distribution. He previously held leadership positions with InterConnections (a network software company), 3Com, Telenet and Digital Equipment Corporation.

Jean-Claude Malraison is Vice-Chairman of the Supervisory Board of Solucom Group, a leading IT consulting firm in France, and a member of the board of Critical Eye, an executive leadership community headquartered in the United Kingdom. Prior to these roles, he was Managing Director of Plantronics EMEA (Europe, Middle East, Africa) from 1999 to 2003, where he drove the highly successful launch of Plantronics’ products into consumer electronics channels across Europe. From 1971 to 1999, Jean-Claude served in several leadership positions with IBM, most recently as a member of the Executive Committee of IBM EMEA.

Antoine Leboyer is the President and CEO of GSX, the worldwide leader in monitoring solutions for Communication Servers. Antoine has more than 20 years of international marketing and sales experience including leadership roles with IBM, Candle Corporation, Hyperchannel France (a B2B marketplace for European IT distribution), Upaid Systems (software for real-time billing and mobile payments), and Baracoda (Bluetooth industrial devices).

Building Routes to Customers: Proven Strategies for Profitable Growth

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Marketing optimization

Marketing ROI

Predictive analytics

Product management

Prospect qualification

Route-to-market

Sales management

Sales pipeline

Sales productivity