

Influence Applications

Marketing Programs:

Gaining market influence is typically the forgotten product development action. The Influence Knowledge Block enables a company to create and evaluate successful cost efficient marketing programs.

Branding:

Brand is not only synonymous with the Market Value of a product but brand is also a component of marketing Influence. An Influence Knowledge Block is invaluable for developing successful brands.

Product Development:

The Influence Knowledge Block shows a company how to best use its TMP Value and Economic Value Knowledge Blocks to gain a marketing advantage for both product line extensions and new products.

Extend® Program:

The Influence Knowledge Block is used in Kesting Ventures® Corp's Extend Program, which creates a business blueprint for existing businesses.

Start® Program:

The Influence Knowledge Block is used in Kesting Ventures® Corp's Start Program, which creates a business blueprint for new businesses.

KVC Programs www.kestingventures.com

Kesting Ventures® Corp. will promptly respond to requests for information and requests for proposals.

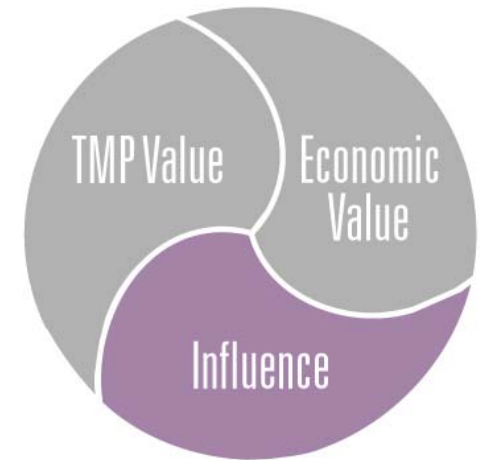
Market Value System Programs: KVC has a number of MVS Programs that use various levels of TMP Value, Economic Value and Influence to evaluate technology alternatives and/or players in specific markets.

ISUM Competitive Intelligence Programs: ISUM is a managerial accounting and engineering system that is capable of modeling manufacturing processes so thoroughly that plant managers and engineers can use the models to optimize their own plants. KVC has a number of ISUM Programs that address various competitive intelligence needs.

Extend® Programs are for existing business teams, who want to accelerate the growth and improve the profitability of their business. An Extend Program does everything that is required to develop a knowledge-based business blueprint for growth that has the business team's full commitment.

Start® Programs are for Companies who want to identify, develop and launch a "new-to-the-company" business. The "new-to-the-company" business must utilize the company's assets, skill sets, competencies, information and Knowledge Blocks but must not conflict

Influence Knowledge Block



A component of KVC's **Market Value System**



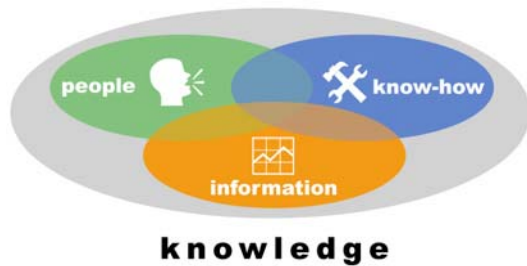
Kesting Ventures Corp.
market value system programs

26 Edith Court
Wayne, NJ 07470
973 694 0671
Fax 973 628 8278
info@kestingventures.com
www.kestingventures.com

Copyright© 2003 Kesting Ventures Corp.



Kesting Ventures Corp.
market value system programs



Influence is a marketing hurdle that every player in a market value chain must overcome. Influence is like a brick wall in front of a customer that must be scaled before a supplier can do business with that customer. Most players ought to be able overcome the influence hurdle sufficiently to be able to conduct business in a Market Value chain. Market Value Leaders generally know how to gain an influence advantage over their competitors.

An Influence Knowledge Block facilitates the creation and evaluation of marketing programs to gain Influence in a market.

Influence is an important and often forgotten product development action. Influence is also important for “Branding” studies.

Influence Glossary: An influence glossary is a complete market specific dictionary of primary and secondary marketing hurdles. Most markets have forty (40) or more specific Influence hurdles that are evaluated in an Influence Knowledge Block.

KVC is so confident that an Influence Knowledge Block is the research tool that will help your company develop sustainable marketing advantages that we invite you to visit the extensive ‘Testimonials’ section of our website, www.kestingventures.com

Influence Knowledge Blocks are created during intense experiential modeling sessions with carefully chosen expert panels.

Experiential Modeling is Kesting Ventures® Corp.’s proprietary methodology that is capable of using know-how and judgment to create the new Knowledge Blocks that are required to solve many of today’s complex business problems.

Experiential Modeling provides the following tools, techniques and documentation.

- Knowledge Block structure,
- Glossaries and workbooks,
- Modeling processes that fill in the Knowledge Block structure, and
- Skill to use the Knowledge Block to complete a specific objective.

Expert Panels: When invited, experts are willing to join Kesting Ventures® Corp’s external panels because they want to learn how to accurately forecast the future. Experts come to Experiential Modeling sessions expecting to learn a great deal and they are never disappointed.

Limitations of Other Methodologies : Conventional one-on-one interviewing methodologies can, at best, only approximate prevailing thought. Discovery via this research methodology is next to impossible.

The best conjoint analyses can only handle simple questionnaires with multiple choice answers. These limitations eliminate the creation of mathematical models from consideration. This is why conjoint analyses can’t create Knowledge Blocks.

Influence Benefits

The Influence Knowledge Block provides unique marketing insights that are not possible to achieve by any other research methodology.

The Influence Knowledge Block facilitates the creation and evaluation of high performance marketing programs.

The Influence Knowledge Block improves R&D, sales and marketing success.

The Influence Knowledge Block dramatically increases professional productivity and motivation.

The Influence Knowledge Block significantly decreases the training requirement for new hires.

The Influence Knowledge Block is a tangible asset.

Kesting Ventures® Corp. has extensive experience in helping companies create successful marketing programs.

Like the underwater part of an iceberg, Knowledge Blocks are hidden from view.

