Overview of MBTN

Available Marketing Modules

Specially Priced Bundles with Interpretive Simulations

Student

Faculty

Core

Advanced
Becoming fluent in marketing metrics and terminology requires practice. Similar to mastering a foreign language, your business students will benefit from **immersion into the language and metrics of business**.

Management by the Numbers (MBTN) allows students to review and apply business concepts at their own pace through a series of vignettes based on **realistic company dilemmas**. The easy-to-use tutorials and problem sets are **designed by professors at leading business schools** and have been refined based on years of classroom experience. Students continue to practice the multi-part questions until they reach a faculty defined level of competency.

Faculty may customize their online course from the many modules currently available and **dynamically track student progress**. Our goal is to improve your students’ business acumen through these experiential exercises.
On-line and Compatible with all Major Browsers and iPad

18+ Marketing Topics

Flash or pdf Topic Introductions (click to see some sample slides)

4 Multi-Question Problem Sets with Unique Values

Assessment Scores Available for Students and Faculty
Each module has 4 problem sets and each problem set has from 4 to 8 questions. Values change each time the student goes through the problem set to allow students to practice mastering the topic. If the student answers the question incorrectly, the correct answer is provided along with an explanation.
Faculty View

View Student Results in Real Time On-line

Scores may be downloaded into Excel

Original ppts Available for Faculty Use

Display Due Dates for each Module

Monitor Student Time Spent per Module
MBTN consists of core modules to build fundamental skills and advanced modules to cover more specialized topics.

**CORE**
- Calculating Margins
- Breakeven Analysis
- Profit Dynamics
- Market Share Metrics I
- Descriptive Statistics

**ADVANCED**
- Market Share Metrics II
- Cannibalization
- New Product Forecasting
- Customer Lifetime Value
- Distribution Measures
- Promotion Metrics
- Advertising Metrics
- Web Metrics
- Sales Force Management I
- Sales Force Management II
- Pricing I – Linear Demand
- Pricing II – Constant Elasticity
- Conjoint Analysis
The five core modules of MBTN represent the fundamental building blocks for marketing that everyone needs for business. This is knowledge that should be “top of mind” that doesn’t require reference.
The advanced marketing modules cover more specialized topics in-depth. Purchase of the advanced modules for $19.95 includes full access to the core modules as well.
These specially priced bundles are available for your marketing class and purchased with the simulation. Or, provide your students unlimited access to all modules for only $19.95.

* Price for MBTN modules if adopted with simulation. Simulation cost additional.
Pipeline Analysis - Stages

SAMPLE ONLY
Full topic introduction consists of 20+ slides

Cold Leads
Warm Leads
Prospects
Pre-Purchase Meeting(s)
Purchase Meeting
Delivery
Support

Interest Creation
Pre-Purchase
Purchase
Post-Purchase

MBTN | Management by the Numbers
Several of the important distinctions among the different potential customer stages* in the interest creation and pre-purchase stages are described below:

Definitions

**Cold Lead:** A lead that has not expressed interest. Examples include mailing lists, business listings, etc.

**Warm Lead:** A lead that is expected to be responsive. Examples leads generated through company website, product information requests, etc.

**Prospect:** A potential customer who has been identified as a likely buyer, possessing the ability and willingness to buy.

* Note that the names of the stages may vary by company and industry, and some stages may be omitted or added, but the general evolution of a potential customer through the various stages from lead creation through purchase (or not) still occurs.
An important characteristic of pipeline analysis is the observation that from a population of potential customers, only a subset will actually make purchases. Throughout the process from lead generation to purchase, some portion of the population is winnowed out at each stage. This is often called the sales funnel due to the “shape” of the process.
Once these stages in a company’s sales process are defined, managers and salespeople can use this information to improve their effectiveness. Generally, this information would be collected in a Customer Relationship Management (CRM) system. The CRM system would keep track of what stage potential sales are in the process for each salesperson.

Let’s explore some examples of how this information can be used to determine:

- Successful Closure Rates
- Sales Forecasting
- Workload Planning
- Performance Analysis
One of the most basic measures that a salesperson and a sales force manager should know is the percent of leads that are ultimately converted to sales. While this calculation is often used to compare the performance of individual salespeople, it can also be used to compare the effectiveness of lead sources, segmentation approaches, sales training programs, and other aspects of the sales pipeline.

**Definition**

**Closure Rate (for a particular time period) =**
Sales derived from a population of leads / Same population of leads

**Insight**

Be sure when comparing to use the same time period. For example, do not compare the 6 month closure rate for one mailing list with the 2 year closure rate for another. Those would not be equivalent.