

# ***INTEGRATED GROWTH STRATEGIES***

## ***FRANCHISE AND THIRD PARTY ADMINISTRATOR MARKET DEVELOPMENT***

### ***SAMPLE EXECUTIVE SUMMARY***

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Enhance TPA's brand and positioning with national account opportunities, utilizing an independent contractor to recruit new contractors, diversify service offerings and focus on targeted prospects in specific geographic markets.

***I. OVERVIEW:*** Changes in end-user customer requirements and anticipated industry consolidation reflect the importance of TPAs being positioned to provide:

- *multiple services*
- *technology platform*
- *performance reviews*
- *industry-leading SLAs*
- *diversified customers*
- *ease of order entry*
- *status tracking*
- *cost reductions*
- *one point-contact*
- *reliable estimates*
- *pricing advantages*
- *reduced cycle time*

TPAs represent incremental revenue to network contractor/members, which increases the value of the member's business. National TPAs provide multiple services to reduce costs for customers.

***II. VISION:*** *Grow Revenue, Enhance Brand Equity and Increase Market Share.*

***III. MISSION:*** Transition for TPA contractors to "*membership*", develop new national accounts in diversified vertical market segments, enter into strategic partnerships in each of the targeted verticals, provide robust technology that facilitates a "*network exchange*" of order origination and fulfillment. Focus on vertical market selection, prioritization, low cost and rapid implementation.

**IV. OBJECTIVE:** Deliver multiple products and services to targeted end-users thereby broadening and diversifying contractor/member network footprint and client base. Increase points of sale, benefitting network contractor/members, and related fee income to TPA.

**V. BENEFIT STATEMENT:** TPA will simultaneously focus benefits related to end-user customers and the TPA network contractor/members.

All forms of *customer and contractor/member* selling, branding, communication and messaging must include the following benefits:

- *the marketing of expertise*
- *efficiency/reliability*
- *centralized dispatch*
- *concierge point of contact*
- *technical capability*
- *transparency*
- *real-time transaction status*
- *response times*
- *cost advantages*
- *reduced claim cycle*
- *lower adjustor cost*
- *customer retention*
- *technical reviews*
- *quality assurance*
- *capital investment life*
- *coverage/national footprint*
- *insured compliance*
- *standardization*
- *consistency*
- *vetting*
- *certification*
- *insurance*
- *warranty*
- *training/licensing*

**VI. TAG LINE:** NATIONAL INITIATIVES DRIVE LOCAL CONTRACTOR/MEMBER SUCCESS

**VII. HOW:** Independent Contractor relationship commencing to evaluate, perform SWOT, collaborate, develop, advise, assist and the following:

1. Evaluate and develop opportunities in one or more new vertical market segments
2. Broaden and deepen TPAs brand identity
  - a. Identify and call upon new prospective contractor/members
  - b. Identify and call upon targeted carriers, agents and brokers
3. Examine cost and fee structure to maximize revenue and contractor/member value
4. Consider benefits of dues vs. costs, and low cost “administrative delivery fees”
5. Increase transactions and revenue to members; and fee income to TPA
6. Identify and target key prospects within vertical market segments including:
  - a. *Multi Family..... Multi-Family TPA*
  - b. *Facility Managers.....Facility Management TPA*
  - c. *Restaurant Chains.....Restaurant Services TPA*
  - d. *Senior Care Facilities.....Senior Care Network TPA*

7. Crafting strategic partnerships in targeted verticals:

- *emergency mitigation*
- *reconstruction*
- *floor cleaning/maintenance*
- *textiles*
- *electric*
- *landscape*
- *accident scene clean-up*
- *restoration*
- *fire/smoke/mold*
- *roofing*
- *contents*
- *plumbing*
- *debris removal*
- *trauma scene clean-up*

8. Add diversified national account opportunities

9. Position value proposition for contractor/member recruiting

10. Enhance web site, collateral materials, promotional concepts

11. Improve RFP responses, sales presentation materials and sales techniques

12. Participate in recruiting, sales presentations

13. *Develop new value-added contractor/membership benefits:*

- a. Member sales materials and sales training*
- b. Member mentoring and coaching*
- c. Member technology tools*
- d. Member business training*
- e. Member business planning templates*
- f. Member Newsletter templates*
- g. Member web site design, social media and digital marketing tools*
- h. Member access to wholesale pricing for supplies and equipment*
- i. Member referral/loyalty program*
- j. Member educational and certification program sponsorship*
- k. Membership industry news RSS Feed*
- l. Membership participation in third party web-based sales channels*
- m. Membership relationship with trade associations and trade groups*

**SAMPLE WORK PRODUCT BY INTEGRATED GROWTH STRATEGIES**

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