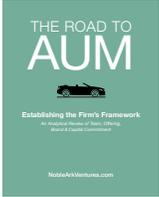
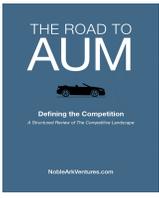
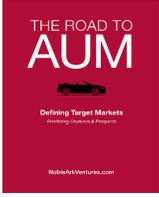
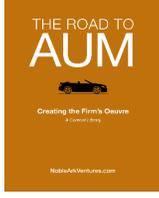
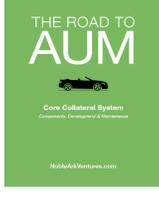
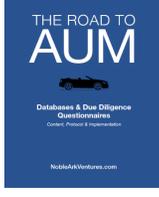
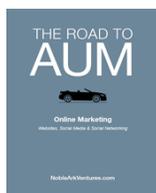


Get On **The Right Path** To Market Growth Today

Unit I -----		<p>Establishing the Firm's Framework</p> <p>Complete a detailed review of the firm's framework to ensure that it meets institutional standards. Through this unit, organizations will complete an internal assessment of their core framework across four critical areas: product offering(s), team infrastructure, brand positioning and capital commitment. This unit incorporates an often-overlooked aspect of firm preparedness, an outline and confirmation of its financial & firm commitment to the asset gathering process.</p>
Unit II -----		<p>Defining the Competition</p> <p>Clear about the firm's competition? Organizations can ensure full understanding and vetting of their offering's competition by completing this detailed assessment. In this unit, teams will have a broader appreciation for the competitive landscape, and steps that should be taken to overcome competitive obstacles, in addition to defining ongoing tools for competitive monitoring.</p>
Unit III -----		<p>Defining Target Markets</p> <p>Who is the right prospect for the firm's offering(s)? Organizations who take the time to review channel criteria and prospect profiles, creating a game plan around their marketing and sales efforts to these constituents, will avoid wasted efforts on the wrong prospects. This unit is designed to assist firms in defining a game plan for channel discovery and prospect confirmation that seeks to ensure efficient marketing moving ahead.</p>
Unit IV -----		<p>Creating the Firm's Oeuvre</p> <p>What content does the firm have today and where is it held? Who is the arbitrator of key messaging and is the firm consistent in its communications, pulling from a well defined and approved content library? Utilize this unit to create the firm's oeuvre, establishing a content library that will provide consistent, timely and relevant core messaging for the firm's use now and in the future.</p>
Unit V -----		<p>Core Collateral System</p> <p>While core collateral may not be rocket science, it does tend to defy the odds in its inconsistency. Organizations who take the time to identify, define and implement a core collateral system will have the tools they need to build market presence over time. This unit will outline core elements of a complete collateral system. Additionally, the unit provides a framework to assist in defining key constructs among elements to ensure consistency and sufficient brand identity to meet institutional expectations.</p>
Unit VI -----		<p>Databases & Due Diligence Questionnaires</p> <p>Who is populating the firm's databases today and when was the last time a quality control check was implemented? Is the data in the correct databases? Complete this unit to engage the organization in a timely review of database content and due diligence questionnaire preparedness. This unit assists the firm in defining database content, protocol & implementation.</p>

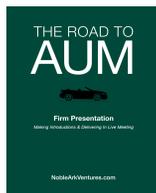
Unit VII -----



Online Marketing

Online marketing presents unique opportunities for firms to stand out. These opportunities also create potential challenges as firms seek to put their best foot forward in the market. Organizations who complete this unit will benefit from the internal dialogue and review of the firm’s presence online, across media. Whether the firm prefers a low profile or an active online presence, organizations will benefit from a detailed review of website, social media and social networking considerations.

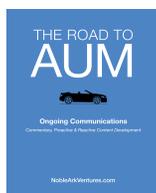
Unit VIII -----



Firm Presentation

Firms work hard to build track records and teams, and the marketing structure to present these capabilities to the market. Ultimately, members of the team will be tasked with making formal introductions and attending in person meetings as a component of the marketing and sales efforts. These interactions can make or break a firm’s candidacy. This unit outlines important factors to consider in making introductions and participating in live meetings. Specific details on what to do, and what not to do, in live meeting situations is a core element of the unit to assist with team training.

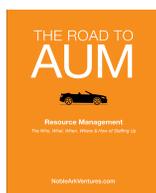
Unit IX -----



Ongoing Communications

Organizations generally work hard at initial positioning, then drop the ball on follow up. Ongoing communications are critical to staying in front of prospects. This unit includes the most standard of all ongoing communications—commentary, coupled with a variety of ancillary ongoing communications opportunities that managers must take advantage of to succeed over the long term.

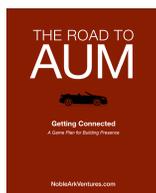
Unit X -----



Resource Management

Who’s on first? What is performed by in-house staff and what is supported by external vendors? Are in-house resources wearing multiple hats? Does the firm have the right resource allocations in place to win institutional mandates? How best can firms establish an infrastructure that they can grow with? Complete this unit to ensure the firm has viable answers to these questions and a structured game plan for resource allocation and growth moving ahead.

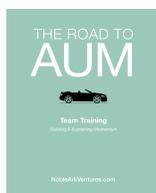
Unit XI -----



Getting Connected

The market does not seek out managers as often as managers must seek out the market. A critical step of firm building is networking, engaging the industry and seeking opportunities to make connections. This unit will assist firms in evaluating their current connectivity and establishing a game plan for market reach.

Unit XII -----



Team Training

The best of intentions are insufficient when it comes to institutional business development. Firms must be fully committed to the effort, and their team members must embrace the journey as well. Team’s that are fully engaged, participatory in defining the firm’s goals and game plan, and active in the process of marketing and selling to organizations, will have the best opportunity for growth. This unit provides a framework for team engagement.

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The **Noble Ark Ventures Curriculum Series** was created based on *The Road to AUM: Driving Assets Under Management through Effective Marketing and Sales* written by Sandra Powers Murphy. The series seeks to provide organizations with a turnkey, interactive framework for defining firm infrastructure, offerings, marketing and sales plans of substance. Additionally, the series provides critical insights for firms of all sizes direct from market participants who are making allocation decisions, along with structured exercises designed around fundamental best practices to gain team clarity, focus and efficiency in marketing and sales. Firms spend millions on wasted efforts annually without properly vetting their offering and effectiveness in the market. The Noble Ark Ventures Curriculum Series provides the tool kit needed to define, assess, enhance and implement an effective institutional marketing and sales game plan. Looking for additional feedback on the content and context for series implementation? Visit us online at www.noblearkventures.com, or email us at info@noblearkventures.com.