

# TECHFAB INDIA

## SALES TOOL AND RESOURCE (S.T.A.R. MATRIX)

Interactive matrix of TechFab India sales tools and technical resources for use at different stages of the TechFab India Sales funnel.



LEAD GENERATION (0%)



PROSPECTING (10%)



QUALIFIED (15%)



TECH OR COM FEASIBLE (40%)



TECH AND COM FEASIBLE (65%)



SPECIFIED (80%)



TENDER AWARDED (95%)



PO RECEIVED (99%)



CLOSED (100%)



AFTER SALES (100%)

RESOURCE

TRIX)

is tools and stages of the

TFI PORTAL

1.1 - TFI BROCHURE

1.2 - TFI DATA SHEET

1.3 - TFI CERTIFICATE

1.4 - TFI CREDENTIAL

1.5 - TFI OTHER

2.1 - SPECIFICATION GUIDES

2.2 - LOGISTICS GUIDES

2.3 - APPLICATION INSTALL GUIDES

2.4 - OTHER USER GUIDES

3.1 - CASE STUDIES BY APPLICATION

3.2 - CASE STUDIES BY SECTOR

3.3 - AGED CASE STUDIES

4.1 - TFI ASTM CERTS & TECH NOTES

4.2 - TFI ENVIRONMENTAL DURABILITY

4.3 - TFI ENVIRONMENTAL IMPACT

4.4 - TFI FIRE RESISTANCE

4.5 - TFI CHEMICAL RESISTANCE

4.6 - TFI HYDRAULIC PROPERTIES

4.7 - TFI OTHER

5.1 - TFI DROP IN SPECS

5.2 - TFI STANDARD PROPOSAL

5.3 - TFI STANDARD DETAIL DWGS

5.4 - TFI DESIGN INPUT SHEET

5.5 - OTHER DESIGN TOOLS

6.1 - GENERAL SALES TOOLS

6.2 - PRICE COMPARISON REPORTS

6.3 - COMPETITOR TOOLS

6.4 - TECH PROPOSALS

6.5 - OTHER SALES TOOLS

7.1 - PRODUCT INTRODUCTION

7.2 - DESIGNING WITH TFI PRODUCT

7.3 - PRESENTATION BY APPLICATION

8.1 - TFI VIDEOS

8.2 - TFI IMAGES

8.3 - TFI LOGOS

9.1 - BRANDING

9.2 - SOCIAL MEDIA

9.3 - EVENTS

9.4 - CASE STUDY SUPPORT

9.5 - OTHER

INTERACTIVE PROJECT MAP

ANCILLARY CALCULATOR

\* GSY COMPETITION SPECIFIC - CONTACT TFI

\*\* GHM COMPETITION SPECIFIC - CONTACT TFI

1. LEAD GENERATION (0%)

Build Contact Lists

Generate Project Leads

Generate Presentation Opportunities

2. PROSPECTING (10%)

Discovery Phase

3. QUALIFIED (15%)

Qualify Project Commercial Feasibility

Qualify Project Technical Feasibility

4. TECH OR COM FEASIBLE (40%)

Satisfy Commercial Needs

5. TECH AND COM FEASIBLE (65%)

Satisfy Technical Requirements

Resolve Project Design Details

6. SPECIFIED (80%)

Educate tendering Contractors

7. TENDER AWARDED (95%)

Resolve Logistics

8. PO RECEIVED (99%)

Close the Loop

9. CLOSED (100%)

Case Study

After Sales Support

10. AFTER SALES (100%)





RAISE AWARENESS

GAIN ACCEPTANCE

SUCCESSFUL APPLICATION

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### LEGEND

-  Public access
-  Restricted Access (portal login required)
-  Recommended resource
-  Optional resource

Resources listed in the above matrix are hyper-linked to the TFI portal which will be updated regularly. It is recommended to periodically refresh documents using the links above to ensure you are accessing the latest version of any document. Information is provided based on current test data and may be subject to change as new information becomes available. The versatile nature of TechFab India means that all application conditions cannot be anticipated. TechFab India makes no warranties and assumes no liability in connection with this information. Project specific testing may be required to determine the suitability for TechFab India material use in a particular application.

\* Geosynthetics

\*\* GeoHazard Mitigation