



Dear Partner –

Welcome to The Track Group's partner program. We are excited to have you on board as a partner. As the next step, we would like to collect a little information from you that we may share with potential clients.

We intend to promote you as a partner to our firm in the following ways.

1. Include an overview of you on our web site.
2. Include materials from you in appropriate proposals.
3. Provide capability sheets during sales calls and presentations.

Please note that these are optional ways to promote you and we would like your permission to include your materials in them. By submitting your work to us, you agree to be featured in the ways shown above. If you are not comfortable with any of these options, please discuss your concerns prior to submitting your materials.

Also, please note that inclusion on our web site and/or in proposals does not guarantee that we will ultimately contract with you. It is our hope that by featuring strong partners, we can uncover opportunities that you can participate in. In some ways, this is similar to when a store features a strong national brand product and customers find an easy way to purchase something that fits their needs.

When considering what you will charge us as a sub-contractor, please keep in mind that as the prime contractor we have invested heavily in uncovering and winning the contract and need to have aggressive pricing from our sub-contractors to allow us to add our overhead burden and still cover our overhead and remain profitable. We may discuss for specific jobs whether fixed or hourly pricing makes more sense. When selecting the final partner for any specific opportunity, we will consider a combination of availability, expertise & experience, and cost.

Your participation in the partner is not to be considered an implied contract of work or as an employer-employee arrangement.

**Items to Submit:**

Please send the following items via email to [dave@trackg.com](mailto:dave@trackg.com) with the subject line – Track Partner Content. A sample capabilities sheet is shown on the next page.

1. Your photograph. We like to give a face to our partners. A simple jpeg shot with a digital camera is fine.
2. Copy of your resume (word is fine).
3. Copy or web link to your GSA schedule and/or overview brochure (ideal format is PDF).
4. Link to web site(s) containing samples of your work. You may also send us copies of your work.
5. Brief write up on your background and qualifications/experience written from the perspective of a client hiring you to perform a job. Ideally, you can motivate prospects to want to work with you by featuring success stories and ways that make you and your service unique.

Sincerely,

David Ehrlich, President,  
The Track Group  
(703) 941-7766 x101

# SAMPLE PARTNER CAPABILITIES SHEET

## Track Partner Overview: Peter Wylie, Data Mining Expert

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**P**eter Wylie holds a doctorate in industrial psychology from Columbia University. He is an expert on how organizations can do a far more efficient job of direct marketing and fund raising by carefully mining their donor databases.

Peter can help your organization leverage the information in your databases with the goal of dramatically improving the efficiency of their direct marketing efforts.

### Data Mining Overview

While the actual process of statistical modeling is complicated, the concept is simple. Essentially, it's a way to use information in your database to create an equation that predicts who is most likely to respond positively to your marketing efforts.

Data mining can help you leverage existing and new data which will lead you to your best prospects. Simply put, you can target more efficiently and raise the response rate from your direct marketing efforts by reaching the prospects who are most likely to buy. The great thing about this process is that we can leverage data that you already have to come up with a model that will predict the best prospects moving forward.

One of the first things to do is to identify what data is available internally. This may be from multiple data sources. For example, you may have a "membership or client database" and you may also have secondary file(s) which track purchase history of one or more products/services. We can join these files to create a clearer picture of your members/clients and what and when they might purchase down the road.

Once we have some existing data, we can then "data mine" through the data to uncover potential factors that could be part of a scoring model that will predict the strongest prospects. As an option, we can append other demographic data to your existing database to further define your best prospects.

With a model that indicates a higher likelihood to purchase, we can then run this model against your current database as well as prospect databases to select the best prospects. This allows us to more efficiently target your direct marketing efforts and you should see an improved response rate in the initial inquiry rate, as well as the conversion to client rate.

### Four Keys to Data Mining

- *It can make your direct marketing far more cost-effective*
- *You get a potentially high return on a minimal investment*
- *You'll know very quickly whether it's working*
- *Most of your competitors are doing it*



For more information on Peter Wylie and Data Mining:

- [www.trackmktg.com/datamineover.htm](http://www.trackmktg.com/datamineover.htm)
- [www.trackmktg.com/datamine\\_links.htm](http://www.trackmktg.com/datamine_links.htm)