

*Information for decision makers*

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# *Strategic Business Solutions, Inc.*

## Company Overview

## STRATEGIC BUSINESS SOLUTIONS COMPANY PHILOSOPHY

Strategic Business Solutions, Inc. is a full service marketing research company. Our services include designing, and implementing mail, telephone and email surveys, personal interviews, focus groups, secondary research, and other market and feasibility analyses for clients across a broad array of industries.

Regardless of the management question, our personal goal in conducting research is to provide clients with information that will enable them to design and implement “fact based” action plans to achieve their business goals and financial objectives. To ensure that our clients receive the information that they need, only seasoned researchers orchestrate and execute projects.

Thus, talented, business-wise professionals with the knowledge to design accurate, insightful and cost-effective studies, questionnaires, analyses, and reports deliver services to clients. In addition, when the project is completed, we work closely with our clients to help them understand, plan and act on the business implications and findings.

Brian J. Klink  
President

### Contact Information:

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# Business Solution Programs

## Markets (Segmentation & Optimization)

Market Definition

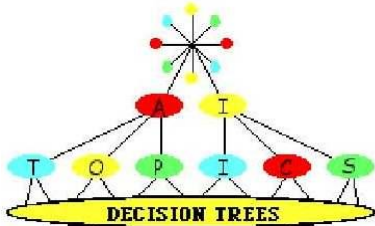
Market Potential

Competitive Analysis

Market Strategies



- ◆ Where      Where are our key markets?
- ◆ Who        Who are our key customers & prospects?
- ◆ Potential    Market Size + Market Growth
- ◆ Segments    Where are there concentrations by segment?
- ◆ Competitors    Competitor strengths/weaknesses?



## People (Attitudes & Behaviors)

Employees

Customers

Prospects

High Profit/Producer

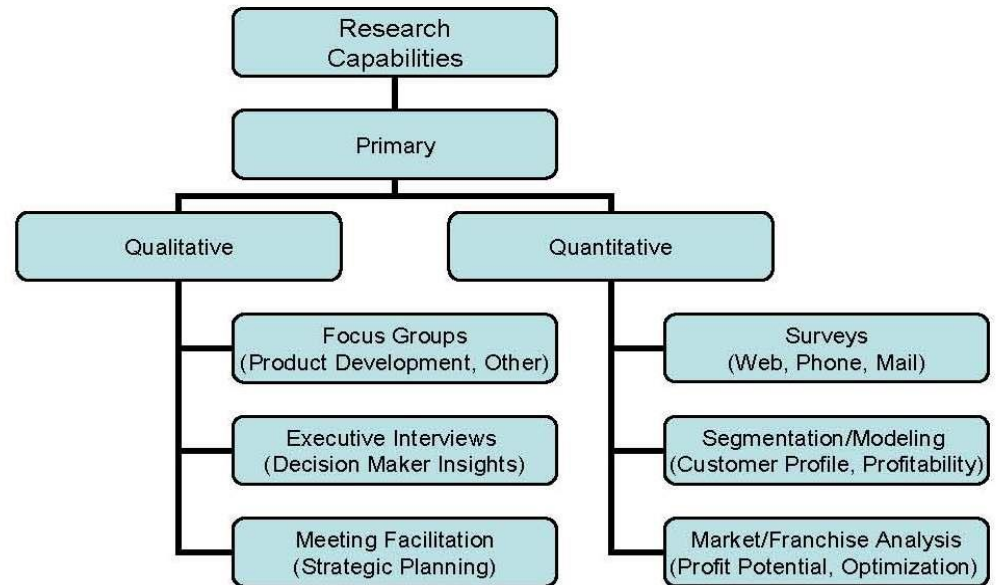
## Performance (Winning Local Markets)

Brand & Image

Product Quality

Community Relations

Competitive Pricing



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***INDUSTRIES SERVED***

- ◆ Advertising/Public Relations
- ◆ Banking
- ◆ Consumer Services
- ◆ Convenience Stores
- ◆ Education
- ◆ Fast Food
- ◆ Insurance
- ◆ Healthcare
- ◆ Government
- ◆ Manufacturing
- ◆ Non-profit
- ◆ Retail
- ◆ Trust

## STUDIES CONDUCTED

- ◆ Attitude and behavioral research
- ◆ Branding and advertising awareness
- ◆ Competitor intelligence studies
- ◆ Customer loyalty and acquisition
- ◆ Customer satisfaction studies
- ◆ Employee satisfaction, attitudes, and loyalty
- ◆ Market management and resource allocation studies
- ◆ Consumer segmentation
- ◆ Demographic analysis and measurement
- ◆ Site and location feasibility analysis
- ◆ Product purchasing and attitudes
- ◆ Competitive analysis
- ◆ Pricing and profitability analysis
- ◆ Positioning studies
- ◆ New product development research
- ◆ Product and service testing
- ◆ Awareness, image, and usage studies

## DIRECTOR PROFILE

### **Brian J. Klink - President**

The foundation for Strategic Business Solutions, Inc. was built upon over 18 years management experience with Fortune 500 companies such as Citicorp, Banc One, Northwestern Mutual Life, and Fiserv.

In addition, Brian holds a PhD in Business Administration from Kennedy Western University along with an M.B.A and B.A. in Finance from Western Illinois University emphasizing marketing and statistics.

Brian is also the author of *Local Marketing Leverage*, a book on market planning strategies and efficient capture of market share.

Finally, Brian has led many planning sessions and taught research techniques to financial services professionals across the country.

Brian has also served as a consultant for service organizations such as Big Brothers and Big Sisters and community Chambers of Commerce. He is a graduate of the Professional Speakers program and has moderated groups and made presentations to groups such as the Council on Financial Competition, WICPA, WBA, and the WPMCA.

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## PROFESSIONAL EXPERIENCE

### **Brian J. Klink**

#### **Fiserv, VP Planning, Research & Analysis**

- ◆ Managed the market research, planning, and analysis functions and staff. Coordinated research projects and proposals for the over 100 subsidiaries within the Fiserv holding company.

##### Achievements:

- ◆ Implemented a project tracking system to monitor the progress of projects and programs throughout the company.
- ◆ Completed the analysis and received executive management approval for building the first integrated client database crossing customers and sales forces from all subsidiaries.

#### **Northwestern Mutual, Director Research, Analysis & Planning**

- ◆ Director of Research and Analysis for the leading life insurance company in the US and the related subsidiaries (100+ bil). Direct responsibility for all primary research relating to policy owners and agents, client database for 7 million+ policy owners.

##### Achievements:

- ◆ Introduced relationship house holding, relationship value and information integration into the decision making process.
- ◆ Developed a management template for resource allocation based on relative market potential for placement of General & District Agencies.

#### **Banc One Corporation, VP Market Research & Planning**

- ◆ Manage strategic information & planning department for affiliate banks in Chicago, Rockford, and Wisconsin representing \$27 billion in assets. Line of business advisor for target marketing, distribution system planning and target sales and marketing.

##### Achievements:

- ◆ Developed the Market Manager Program which became a fact based planning standard throughout the company.
- ◆ Introduced capture and transfer of mortgage company files across lines of business for credit, investments, and trust company cross selling.

## PROFESSIONAL EXPERIENCE

### **Brian J. Klink**

#### **Federal Reserve Bank of Chicago, Management Consultant**

- ◆ Managed the departmental staff responsible for development and implementation of projects resulting in increased revenues, reductions in costs, or upgraded levels of service for Seventh District financial institutions. Responsible for the bottom line performance improvements of electronic services products (ACH, Wire Transfer, Book Entry) in the five state region.

#### ◆ **Marine Corporation, Manager - Product Development**

#### ◆ **Citicorp of Illinois, Senior Product Analyst**

#### **Education**

- ◆ PhD - Business Administration, Kennedy Western University 2000
- ◆ MBA - Marketing, Western Illinois University 1981
- ◆ BS - Finance, Western Illinois University 1979

#### **Teaching / Speaking Experience**

- ◆ Teacher - Wisconsin Bankers Association Marketing School
- ◆ Adjunct Professor - Carroll University – Marketing Research
- ◆ Professional Speakers School Graduate - 1996



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## PARTIAL CLIENT LIST

### **Manufacturing**

GE Healthcare  
Generac  
Johnson Controls  
Johnson Wax Professional  
Rayovac  
Super Products

### **Banking**

Associated Banc Corp  
Bank Mutual  
Capital Credit Union  
Guaranty Bank  
Finance Center Federal Credit Union  
KleinBanks  
Old National Bank  
Wisconsin Bankers Association

### **Convenience Stores**

Frawley Oil  
Kaul Oil  
Krist Oil  
Meffert Oil  
JetzUSA!  
Schierl Oil (Team Schierl)  
US Oil (US Venture)  
World Fuels

### **Insurance**

General Casualty  
Markel Insurance  
Rural Mutual Insurance

### **Tribal Entities**

Keweenaw Bay  
Lac du Flambeau  
Oneida  
St. Croix

### **Non Profit Organizations**

Big Brothers & Big Sisters  
Oregon Chamber of Commerce  
Wisconsin Petroleum Marketers & C-store Association