

TOC Consultants' Survey for Sales and Marketing **RESULTS**

The purpose of this survey is to get an understanding of existing marketing and selling techniques and efforts. It is also designed to collect and share ideas about marketing and selling TOC engagements, critical issues encountered, opportunities to increase demand for TOC consulting services, and ways that consultants can work together to be more effective.

These results are an aggregate of the responses of 75 TOC consultants, academics, business owners and employees and unclassified others. 500 TOC people were invited to participate. Some of the results of this survey were presented at the 2008 TOCICO conference in Las Vegas, Nevada.

Definitions:

TOC is used to mean TOC tools (Thinking Processes, Drum-Buffer-Rope, Critical Chain Project Management, Supply Chain Logistics, Finance and Measures.

TOC Consultant (practitioner, implementer, application expert) applies one or more of the TOC tools in working with a client.

The survey questions are:

1. What do you consider yourself?
2. What is the most critical issue you face?
3. Is TOC consulting your primary source of income?
4. What methods do you use to market and sell your TOC consulting services?
5. What other ideas would you suggest to market and sell TOC consulting services?
6. What ideas would you suggest to increase demand for TOC consulting as a whole?
7. How do you use your time?
8. Would you be interested in learning about marketing and selling TOC consulting services?
9. Would you be interested in discussing an informal or formal consulting alliance (joint venture, consulting firm, or virtual group) for the purpose of working together?

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Questions 2, 4, 5 and 6 were open-ended. The responses to them are on a separate document.

1. What do you consider yourself: (multiple responses permitted)

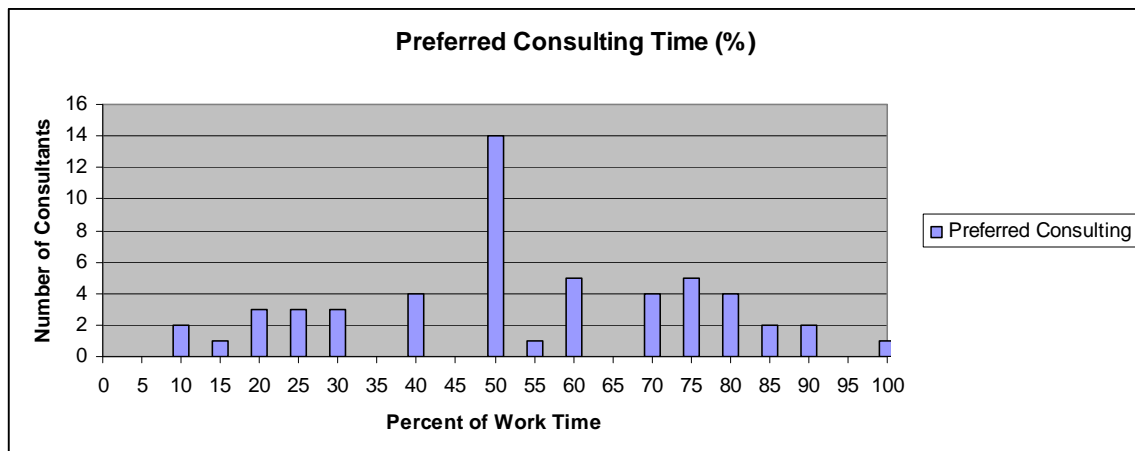
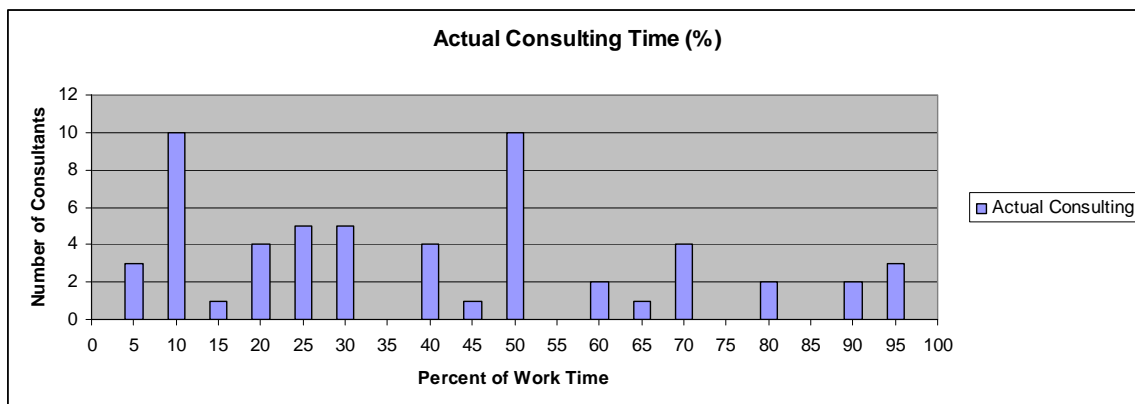
| | | |
|--------------------------|----|-----|
| Consultant | 53 | 71% |
| Academic | 14 | 19% |
| Business owner, employee | 24 | 32% |
| Other | 8 | 11% |

3. Is TOC consulting your primary source of income?

| | | |
|-----|----|-----|
| Yes | 39 | 52% |
| No | 36 | 48% |

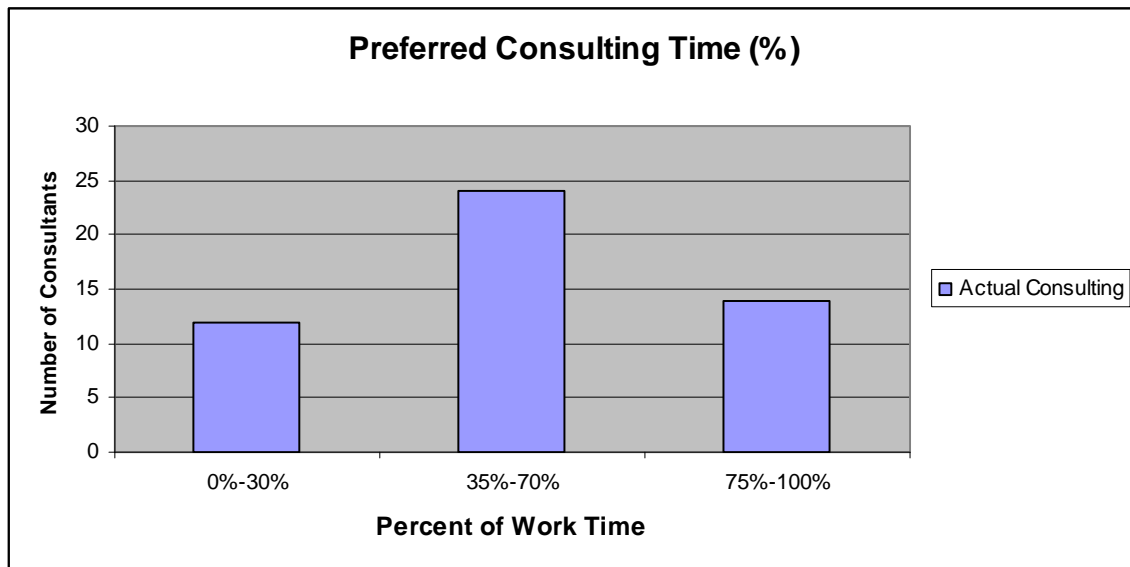
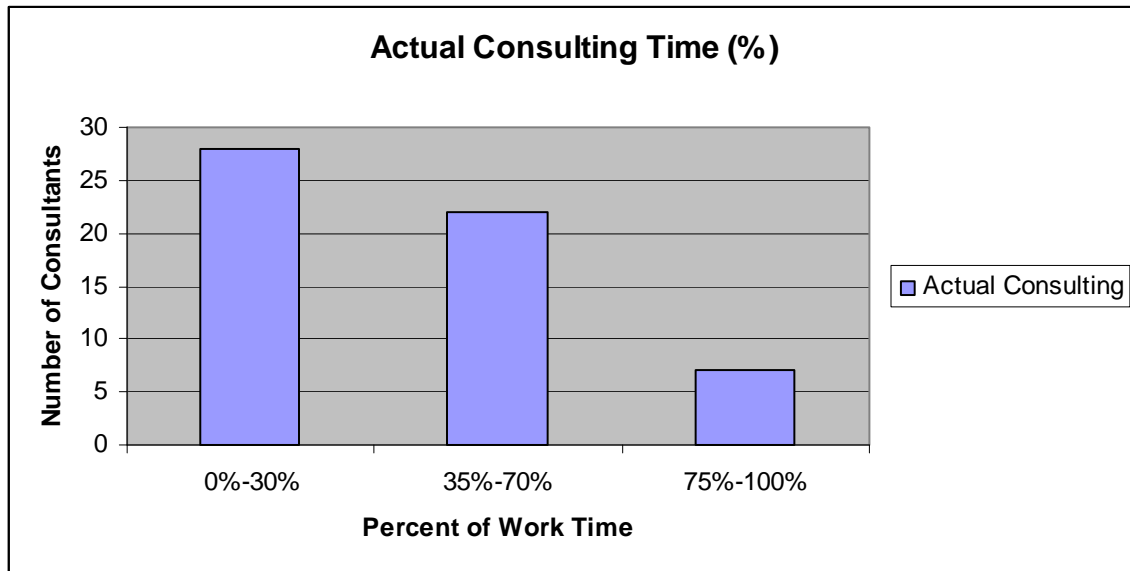
7. How do you use your time?

Actual percentage of time spent on TOC consulting with clients?
Preferred percentage of time to spend on TOC consulting?
Actual percentage of time spent on marketing and selling?

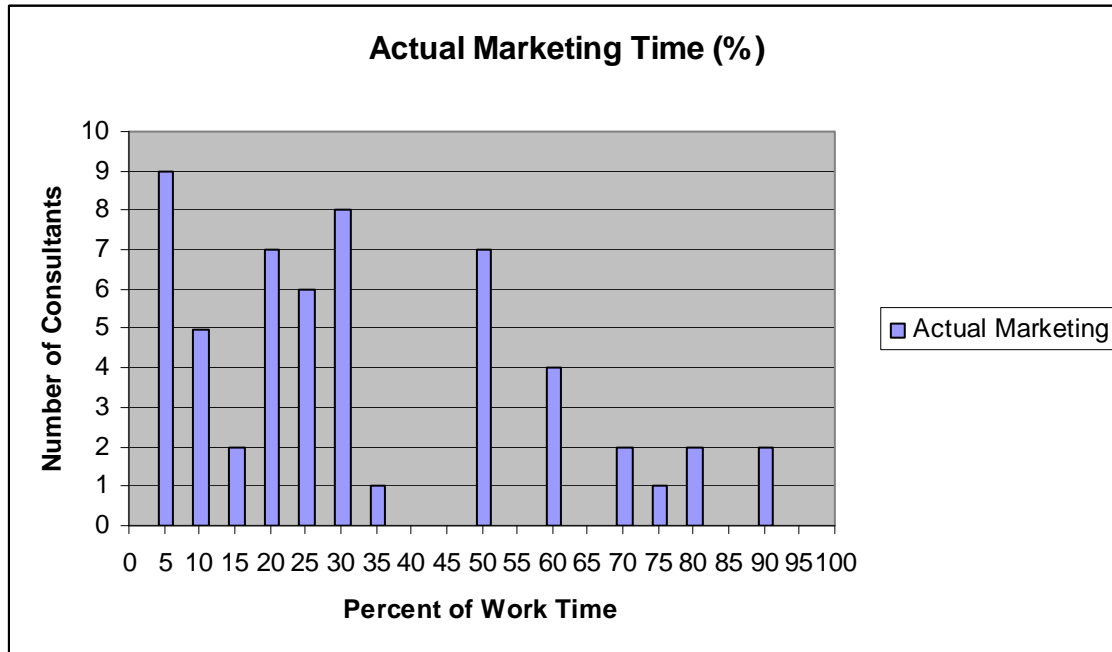


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Grouping the data makes it easier to understand. Many TOC consultants want to work more.



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Would you be interested in learning about marketing and selling TOC consulting services?

| | | |
|-------------|----|-----|
| Yes | 64 | 85% |
| No | 8 | 11% |
| No Response | 3 | 4% |

Would you be interested in discussing an informal or formal consulting alliance (joint venture, consulting firm, or virtual group) for the purpose of working together?

| | | |
|-------------|----|-----|
| Yes | 58 | 77% |
| No | 10 | 13% |
| No Response | 7 | 9% |

Thank your for being a part of this.

Skip Reedy

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