



The COOL “Value-Based Competent Marketing Strategy”

CareOptions OnLine (COOL) is a powerful, innovative care-planning and wellness benefit for your organizations, customers and prospects. COOL was designed and priced to be a perfect fit for a Value-Based, Competent Marketing Strategy. What is a “Value-Based Competent Marketing Strategy?”

Let’s start by breaking it down. First, what is meant by “Value-Based” and how does that relate to you and your marketing strategy?

COOL offers both you and your customers/prospects something of true “value” and benefit. The retail price for COOL is \$225 per year- \$18.75 per month, per subscriber (Member). But, for you as a COOL vendor, as someone who would give it to your customers and prospects, we offer it to you at a large volume wholesale vendor cost so you can afford to give it to your clients and prospects at no charge, or offer it at your own set price.

We can offer you a low price because we know that it will create volume. The pricing is structured so you can affordably provide it to your customers/prospects and groups at a low cost, or even at no-charge. This will create lasting differentiation by offering them a unique, valuable, and rare benefit. It ultimately opens more doors, attracts more prospects (leads), and creates more sales of your products and services, while maintaining loyalty and retention. COOL also provides continuous connection and communication with your customers - they will know you are always there for them, helping, not vanishing after the sale or service was provided!

What is meant by Competent Marketing in relation to your industry?

You can’t just rely on unspoken knowledge or embedded routines of your industry or marketing to represent your competency to prospects and clients. In order to communicate competency and impress that upon your customers, you must provide them something tangible, something that solves their problems, offers education and relevant up-to-date information- something that “transfers” out to them unique competence and expertise - on a continuous basis. You need to provide a “deliverable” competency. That is precisely what CareOptions OnLine does when you provide it to your customers, prospects, and groups. Business theories and research define “competence” - as it relates to a marketing strategy- as a knowledge capital that allows its customers and prospects to perform activities- in particular, solve problems- in certain unique ways, and do so more efficiently than others. Furthermore, distinctive “competence” is only such if it is valuable, rare, and unmet by anything else out there. COOL™ is EXACTLY all of these things!

The old days of the added-value packages filled with discount cards, EAP parts, this, that and the other thing is just not COOL...!

For more information, contact: info@NavGate.com or 1.800.833.2524