

# Level up your business with the unique advantage your competitors can't get.

## Meet Yappy Group & get the KDM Advantage®

Yappy Group specialises in business development enhancement, offering companies a competitive advantage to **win more of the right business** and **attract the right investors**, by uniquely solving core B2B challenges in a way no traditional communications or business development methods could hope to.

Developed and refined over the past decade, Yappy's first-of-its-kind proprietary tech solution, KDM Advantage®, takes your company from **a choice**, among many on offer in a competitive bid/quote process or business deal to **the choice**.

Solution-focused, outcomes backed and data-derived, KDM Advantage® has disrupted the way businesses communicate to win and driven **more than \$1billion (AUD) in new contracts for clients** (and counting) in the past three years alone.

Yappy® moves your company from one of many to **the only choice.**

## Have you been in any of these boats? Some more than once?

- ❖ You lost a deal because you were **dependent on relationships** with the wrong people or people who ended up leaving before the deal was landed.
- ❖ You're struggling to **change market perception** of your company's old capabilities or reputation.
- ❖ You're stuck "feeding the beast" with subpar business and haven't been able to focus on **landing deals with next-tier companies** who will get you to your goals.
- ❖ You've invested huge resources into submitting for a tender though been unable to **influence the decision** with critical information once it was submitted.
- ❖ You're trying to **win business in a new market** where your company is currently unknown.
- ❖ You need to **scale your business development** efforts without hiring.
- ❖ You need to **attract the right investors**.

## Yappy® works with you to solve these challenges.

Using KDM Advantage® Yappy® ensures your company's story, edge and value propositions are seen by the right companies and people who you need to strategically win more business, communicating the **right message** to the **right people** at the **perfect time** through:

- ❖ Top quality, highly targeted communication pieces created in-house to resonate with impact
- ❖ Strategy co-designed to achieve optimal business objectives
- ❖ Actionable insights derived from deep data analysis, supercharging your BDM functions

**Yappy® has won more than \$1billion for its clients.** From winning a single client a contract worth \$250million and contracts that have doubled clients' annual turnover, to successfully positioning a client in a way that eliminated their high price risk factor in a traditionally price sensitive bid – Yappy® is embedded in our client's success.

Unlock this same unique competitive advantage to see your own remarkable results – talk to Yappy's Business Development Team to Win More Business®.

[sales@yappy.com.au](mailto:sales@yappy.com.au)

1300 880 238

