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GROWTH Strategies

Advisory Minute

Your Business Partner for Success

June 2006

Looking for a Business Model that properly positions you for growth? Look no further than to ancient Greece...!

in this article

- **Building the Parthenon of Your Business**



Stephen H. Jones

Building the Parthenon of Your Business

The more marketing strategy "pillars" you can consistently support your business with – the more likely your business will sustain any ebbs and flows of your industry.

Effectively utilizing more marketing strategies allows you stability when your top sales person leaves, or you hit financial hard times, or lose your best client or lose that key vendor relationship.

Fact is – most businesses I come across are relying on one or two strategies to sustain their growth. As a business owner, how many strategies are you utilizing to grow your business? (There's more than one way to skin the marketing cat!)

It's absolutely a shame to stunt the growth of your business with only doing direct mail and advertisements, or just networking and referrals.

Don't be like the majority of small biz owners you see, and just do one or two (maybe even three) strategies.

Here's a list of 22 marketing strategies that you can use on a regular basis to continually grow and build profit month after month.

How many are you utilizing now? Here's something you can begin with NOW! Pick one new strategy every other month and focus on building up that strategy and (most important) build a system or process for your new strategy. Meaning - systematize it as though you were going to have another franchise of your business do the same

process in a different location.

Here they are! Build new strategies, systematize your process and watch your profits double and triple this year!

Identify Your Unique Selling Position (USP)

Effectively Utilize the Strategy of Preeminence (You being the only logical choice in your client's mind.)

Lowering the Resistance Barrier to a Prospective Client

Utilize Risk Reversals

Offer Combinations, Packages and Up-Sells to the Products and Services Sold

Testing Everything

Utilizing Your Current Advertising Mediums More Effectively

Creating Host-Beneficiary Relationships

Creating More Efficient and Powerful Direct Sales

Develop Formalized Internal Referral Systems

Becoming the Educator and the Primary Resource in Your Market

Effectively Using Testimonials and Endorsements

Reactivating Past or Lost Clients and Relationships

Using Target Marketing Lists

Utilize Direct Mail Marketing

Using the Telephone to Sell

Creating Joint-Venture Partnerships

Utilizing the Internet and Your Web Site

Developing a Powerful Backend for Repeat Sales

Saving Cash by Using Leverage Bartering

Keeping Relationships Strong with Clients Through Consistent Regular Communication

Adapting Methods Other Businesses Use to Successfully Sell, Market, Grow and Retain Their Clients

Stephen Jones operates Growth Strategies and provides marketing strategies and a marketing structure for small business owners.

You may reach him at 770.601.0949, via e-mail at sjones@growthstrategies.us or on the Web at www.growthstrategies.us for assistance with your business.

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