

# GROWTH Strategies

## Advisory Minute

Issue: # 71115

NOVEMBER 2007



Dear Stephen,

Welcome to another issue of *Advisory Minute* - just for our Preferred Network. These quick read, meaty content, educational articles WILL dramatically improve the Sales and Marketing performance of your business - but only when IMPLEMENTED!

### 6 Steps to Competing in a HIGHLY COMPETITIVE Market

**1. Increase *proactive* marketing.** Right now, your company might be marketing reactively, and responding to business as it comes to you.



- Take an hour per week to build a gameplan, and **WORK THE PLAN!** For instance, determine at least 15 additional ways you can aggressively market your business, and put 3 into action ASAP.
- You can create opportunities by finding out what your potential customers want or need through informal conversations, or formal requests and then find ways to build it in to your offering.
- Reaching out to your customers is always a good idea, whether you're in business-to-business or retail.

**2. Get high-level people from ideal partners, government**

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Stephen H. Jones

#### 4 Ways to DOUBLE Sales

##### Number one: The Best Buyer Concept

There's always a smaller number of ideal buyers, rather than all buyers, so ideal buyers are cheaper to market to and yet bring greater rewards.

##### Number two: Educational-Based Marketing

agencies or business associations to champion you. The right person can give you amazing leads and support your services or product through their contacts. Also, they can help you get invited to seminars and conferences.

**3.** Every time your company does *not* get the business, you should find out why. It's just a matter of asking. Then use this invaluable information to increase your win ratio.

Your company may be very qualified at what you do, so be sure you're doing a better job of pre-qualifying.

**4.** Above and beyond getting customer testimonials, you must document the results of past projects. Track record is very important to prospective buyers.

Case studies always work very well, and can be presented on your website, in PDF for electronic distribution, placed into a Case Studies Notebook or selectively marketed through your partner network.

Documentation should always strive to capture results that go beyond standards. For example, if the results are supposed to last one year, and your company's results last two years, document that not as "at least one year" but as "at least two years." That way, your documentation backs up your testimonials, and vice versa.

**5.** Mine the gold in your own backyard - meaning, go back into your database of past and existing clients and customers.

- Contact them and provide them special offerings
- Introduce to them additional products and services they may not be aware you offer
- Introduce a complementary service that you get an override on.

**6.** Break out of the "small projects for small companies" mindset. Go after a couple of big kahunas! It's likely that within your competition there are plenty of bigger companies that lack some of your expertise. This would give you access to a part of the market that has been off limits.

Adapt the ***Dream 100 / Easy 1,000*** strategy. Go after your ideal / dream clients and customers while continually generating business from the easier low hanging fruit prospects.

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You can attract far more prospects to take a look at what you have to offer by offering education than you'll ever get by offering your product or service.

### Number three: Bring on Board Only Top Producers

If you're willing to part with a percentage of INCREASED revenue, there are star salespeople who will work for the money. Make the full commission position appealing, and you'll draw the right people!

### Number four: Invest in Yourself

Find the Most Important qualities that you DON'T POSSESS, and be determined to increase your abilities in that area. Otherwise, surround your company with those who have the business development qualities you need.

Always be reading educational books, listening to educational CDs, going to seminars & workshops and surrounding yourself with those that will move yourself and your business forward!



*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](mailto:SJones@GrowthStrategies.us) or on the Web at [www.GrowthStrategies.us](http://www.GrowthStrategies.us) for assistance with your business.*

Please feel free to Forward this on to 5 of your **Clients, Partners, Prospects or Networking Contacts** if you find it to be helpful.

They'll thank you for thinking so highly of them!

Sincerely,

**Stephen H. Jones**  
GROWTH STRATEGIES

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(Valued at \$1,000.00) for YOU or any of  
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