

How do you...



Position Yourself as an EXPERT in Your MARKET?

Generate More QUALIFIED Prospect APPOINTMENTS?

Attract More IDEAL BUYERS?

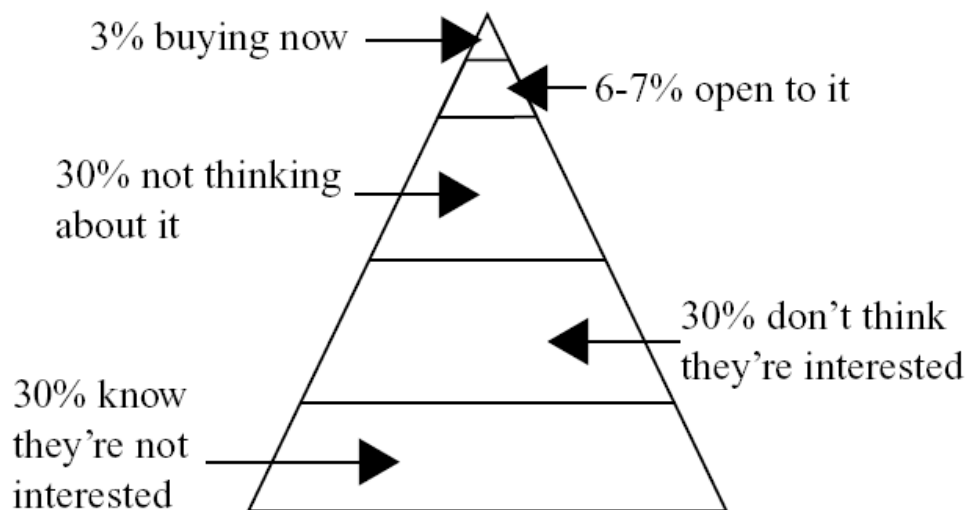
How Research Proves Your Case and Helps You *Slaughter* the Competition

Increasing your closing ratio THREE FOLD, designing the ULTIMATE presentation

“Imagine I could put you in a giant stadium right now as the presenter, and the entire audience is completely comprised of your most perfect prospects. Are you ready right now? Could you walk out on that stage and present to every one of them and do it perfectly?

Now before you say yes, let me make the stakes higher. Before you walk out there, the audience is told: “You had to come, but you don’t have to stay. If this person (you) fails to keep your interest, you can simply get up and leave.”

Now let me even further complicate the situation by telling you the good news and the bad news. Right now, of your prospective market:






Your prospect situation RIGHT NOW at any given time...	
3%	are currently in the market to buy your product or service and looking right now to get it.
6-7%	are open to it, but not currently looking.
90%	Not really thinking about it right now.
	Think they're not interested (but might be, if you did a good job at presenting to them).
	They KNOW they're not interested.

What is the HARDEST PART of the Sales Process...?

1. Getting the initial appointment
2. Getting buy-in for your product or service
3. Getting the prospect to *take action* and BUY NOW

You Need A **Sales Tool** That:

Motivates prospects to meet with you <i>immediately!</i>	Educates your prospects about the <u>uncomfortable situation they're in without your product or service.</u>	DRAMATICALLY increases your closing ratio, and moves the prospect to <i>action!</i>
		

“The Executive Briefing DRAMATICALLY Increases New Appointments & Closing Ratio Percentage”

The EXECUTIVE BRIEFING is a comprehensive **60 – 80 page customized PowerPoint presentation** FULL of Researched Market Data, Trends, Statistics, Facts, Analysis, Quotes, Graphs, Powerful Imagery & Documentation that motivates your prospect and REPOSITIONS your typical sales message. **Increase closing ratios from 1 out of 10 to 8 out of 10!**

A presentation that CAPTURES THE ATTENTION of your prospect by positioning **Market Data** that is of **High Interest** to your prospect. Educational information presenting documented and professionally presented BAD NEWS that inspires *action!*

Call or E-Mail TODAY for an Initial Discovery Session.

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