

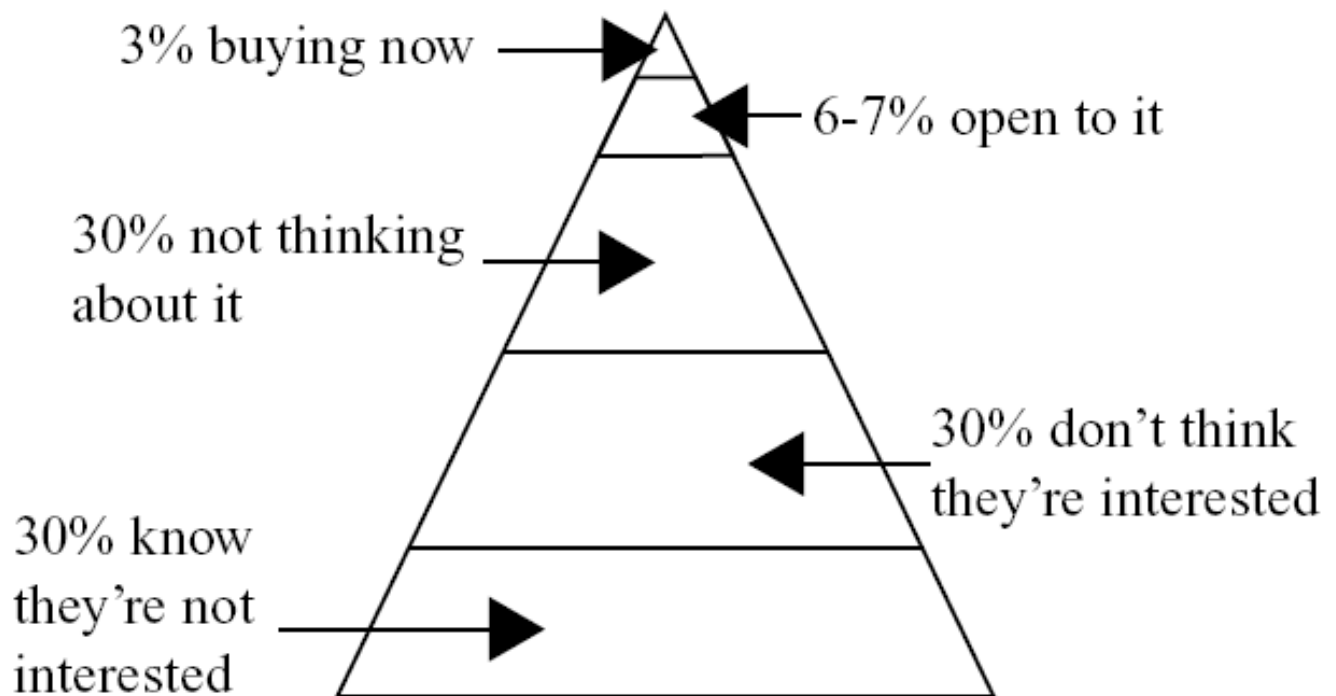
An OVERVIEW of the

Executive Briefing



Why the traditional
SALES APPROACH
doesn't work...

A Snapshot of Your PROSPECTS



An OVERVIEW of the

Executive Briefing



Why the traditional
SALES APPROACH
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Why the Traditional Sales Approach Doesn't Work

- † Your prospects don't want to be *sold*, they want to be EDUCATED about the market they live in.
- † Knowing that at any given time, **ONLY 3%** of your market is actually looking to buy your product or service, you and your sales team have an UPHILL fight to get your prospect's attention, an appointment and most importantly - getting them to take *ACTION*. Consequently, most sales professionals get a lot of "No's" or "Maybe Later's".

What is the Executive Briefing?

- † A customized Sales Presentation FULL of market data and researched information that **BEGS the attention of your targeted prospects**.
- † Researched and documented statistics, facts, data, quotes, charts, market trends and insider information that **EDUCATES, but presents BAD NEWS** for your prospects. Information that presents their situation without you in an uncomfortable light, thus offering your services as a SOLUTION.

How to Use the Executive Briefing

- † Completed product in 60 days as Power Point presentation and in HTML format for your website.
- † Information integrated into your Sales Scripts, Brochures, Sales Letters, Website Content, etc.



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