

Why Every Business Owner Needs Growth Strategies

A Smart Business Owner Needs:

- TIME to create an effective marketing plan. Operations interfere with your ability to plan your business's future.
- MARKETING EXPERTISE to make an innovative and well organized marketing plan. The Owner's business core competence is his/her real value,
- OUTSIDER VIEW of the core competencies of the business, something that cannot be provided by the insiders.
- CLIENT'S VIEW of the value of service or products. This is critical to making the marketing plan broaden the appeal of the business.
- MARKETING PLAN, without one the Owner **CANNOT** direct, motivate, train and support an effective sales force.
- GROWTH PLAN, without one **NO GROWTH IS POSSIBLE!** If your business is not growing, you can bet your competition is. **Every day you delay is a lost opportunity to grow your business!**



**Are You Thinking about
your Business's Future?**

Marketing Plan Development

The 7 steps we will use to create your successful Marketing Plan:

1. Understand Your Market and Competition — a big mistake that many small business owners make is to latch onto a cool product or service without first understanding what the market wants and why. We can help you select products and services that are uniquely valuable to your core market.
2. Understand Your Client— Knowing who your current clients are, why they buy, and what they want is the first step to easy sales. We can help you discover what your clients are buying instead of what you are currently selling!
3. Pick a Niche—You must carve out and dominate a specific niche before moving to another niche. Your unique market position will identify you as the dominant player.
4. Develop Your Marketing Message—You first attract attention with a short message, then fully explain your offering in a more complete message. You will have several marketing messages that you alternate in order to keep your message fresh.
5. Determine Your Marketing Mediums—Careful consideration of alternatives leads to highest return on your marketing dollar. We help you plan your use of several marketing alternatives.
6. Set Sales and Marketing Goals—Use the SMART formula to ensure your goals are Sensible, Measurable, Achievable, Realistic, and Timely.
7. Develop Your Marketing Budget—We will guide you to a realistic estimate of your marketing budget which will meet your goals.



How We Help You

- We begin by having a free 60 to 90 minute creative strategy session with the Owner, in which we explore the current position of the company, its previous history, and extract a vision statement from the Owner.
- We have a well structured information gathering questionnaire that tells us what the Owner's strengths, weaknesses and goals are. From this we formulate a working plan for creating the marketing plan, along with a schedule for implementing it.
- Our staff of experienced business consultants spends several hours in one on one interviews with the Owner and his staff expanding and developing an in-depth knowledge of the core competencies of the business as it exists today.
- From this base, we outline a preliminary marketing and sales plan. Using our extensive knowledge of previous marketing plan developments (but never revealing any client's proprietary information), we then expand the plan to cover the recommended implementations. At all stages in this process, the Owner and staff actively participate on the plan as it develops.
- As soon as feasible we begin 'testing' various approaches to the sales process such as pricing, referral programs, rebates, etc. This vital aspect of market planning is often overlooked, but is an absolute requirement to make sure



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that the marketing hits the 'sweet spot' of the company's marketplace.

- Almost always there is a major asset in the company that is not being exploited appropriately. We refer to this as the 'hidden gold' in your company. Sometimes it is a loyal and committed client list. Other times it is a product or service that is unique to the community. Whatever it is, we will find it, and help you, the Owner, to turn it into real gold!
- A major element of most marketing plans is the dedication to educating the company's clients. By becoming a partner, or educator not just a product or service source, you bind your clients to you as a loyal business base. Everybody knows that the easiest and most profitable sale is to or through a satisfied client. Education of the client helps you differentiate yourself from all others in the field.
- Of course any responsible Owner wants to know that a program like this is going to pay off in increased profits. We are committed to 'You only pay for results'. That is reflected in our fee programs in which the Owner has a choice of a monthly fee schedule with nothing up front, and a money back guarantee, or a commission program in which we receive a small percentage of the *increase* in your monthly sales.
- One of the biggest worries of an Owner is that he feels like he is all alone at the top of a really shaky organization. Because we have worked with many similar organizations, we will grow with you and become your trusted Partner for Success.. We are happy to provide Testimonials and Case Studies that demonstrate our Dedication and Commitment to YOUR business. It is a hard job to be in business, but we can and do make it much less frightening and more fun!