

The GROWTH STRATEGIES 9 STEP Success Model

Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Step 9
Identify Areas of Need and Opportunity	Set Goals and Develop a Marketing Plan	Implement Time Management Secrets	Improve on Each Impact Area	Create and Build Your Core Story	Incorporate the Best Buyer Strategy	Build a Stronger Sales Machine	Integrate Strategic Marketing Processes	Create a System for Ongoing Sales & Marketing
<p>Details:</p> <ul style="list-style-type: none"> - You will complete an eye-opening 39 question assessment or an 87 question questionnaire. - We will initially meet with you to identify areas of need & key leverage points of opportunity within your business. 	<p>Details:</p> <ul style="list-style-type: none"> - We will identify with you your business objectives, and set goals and benchmarks. - We will begin to layout a plan of action for your sales and marketing initiatives. 	<p>Details:</p> <ul style="list-style-type: none"> - We will implement the 6 Steps for successful time management. - We will work with you on being PROactive with your business, and not reactive. - We will create a system with you to deal with "time stealers". 	<p>Details:</p> <ul style="list-style-type: none"> - We will departmentalize your business into "Impact Areas" that directly affect your bottom line. - Typical areas may be: Sales, Marketing Activities, Partner Relationships, Client Relations, etc. - We will focus on each area weekly for continual incremental improvement. 	<p>Details:</p> <ul style="list-style-type: none"> - We will develop for you a message and theme that will position you favorably over your competition. - We will help you develop and implement a "Stadium Pitch" that will attract for more prospective buyers and assist in retaining your clients. 	<p>Details:</p> <ul style="list-style-type: none"> - We will help you identify the prospective clients that provide you the biggest gain for your efforts. - We will create a campaign to strategically, consistently and continually go after your ideal clientele. 	<p>Details:</p> <ul style="list-style-type: none"> - We will work with you and your sales team to: <ul style="list-style-type: none"> * Make better sales calls * Get past the gate-keeper * Present better * Create a system for contacting * Create a system for follow-up 	<p>Details:</p> <ul style="list-style-type: none"> - We will work with you on the 38 Pillars of Marketing Success that will position you head and shoulders over your competition. - Implement strategies such as: <ul style="list-style-type: none"> * Referral marketing * Risk reversal * Education-based marketing 	<p>Details:</p> <ul style="list-style-type: none"> - We will systematize the way you communicate your message. - We will create a process for the way you go after your prospective clients. - We will structure the way you educate and communicate with your existing clientele.