



Who I am. What I'm all about. Why I'm here.



- Business Growth Expert
- Marketing Strategist
- Profit Generator
- Performance Enhancer
- Accountability Officer
- Possibility Compass
- Bar Setter
- A Result Multiplier



My information is about being...

- Real world
- Fast Paced
- Non Theoretical
- Stimulating
- Exciting
- Outcome focused

And...Did I mention PROFITABLE !!!!!



Breakthrough Success Factors

- Seating...musical chairs
- Exercises and homework
- Masterminding
- Lightning rounds
- Adapt & Adopt
- Action Planning
- Interactive
- Collaborative
- Empirically/Case Study Based
- Transactional
- Translatable



Finder of hidden assets, overlooked opportunities, underperforming activities, undervalued relationships, underutilized distribution channels.





Seeing correlations, combinations, implications and tangible meaning no one else comprehends.



Getting you/your business more profit performance/productivity from

- The same efforts or less!
- The same time or less!
- The same investment or less!
- The same opportunity or less!



It's all about leverage: working on the "geometry" of your business

Two kinds, good and bad (like cholesterol)

Costs you the same no matter what the result



How do I do it?



Funnel Vision vs. Tunnel Vision



Items we will be leveraging and maximizing for you



Ads You Run

- Sales
- Recruiting



Promotions You Do

Sales Efforts You Make

- Prospecting
- Point of Purchase
- Order Department
- Customer Service
- Appointment Setting
- Initial Sale
- Upsell
- Downsell
- Re-sell
- Cross-sell



Leads You Generate

- Online
- Offline
- Calls
- E-mails
- Letters
- Referrals



Sales Communication/ System You Use

Influences You Gain/ Have Access To <u>Including:</u> Industry Compatible Businesses Publications High Profile Users Celebrities

Credibility Status



Success Stories You Create

- Testimonials
- Case studies
- Media



Skill Sets You Possess

Revenue-Generating

Cost Saving

(examples)



Marketing Activities You Use



Yellow Page Ads You Run



Direct Mail/ Sales Letters/Mail Drops



Website/E-mail/Search Engines



Catalog/Brochure

Webpage



PR/Media



Seminars/Tradeshows



Sales Force



Endorsers



Referrals / Word of Mouth



Brand Repositioning



Distribution Channels



Selling Systems



Prospecting



An approach that's as common as dirt in one industry can have the impact of an atom bomb in yours, if



...you're the **first** and **only** company in your industry using it.

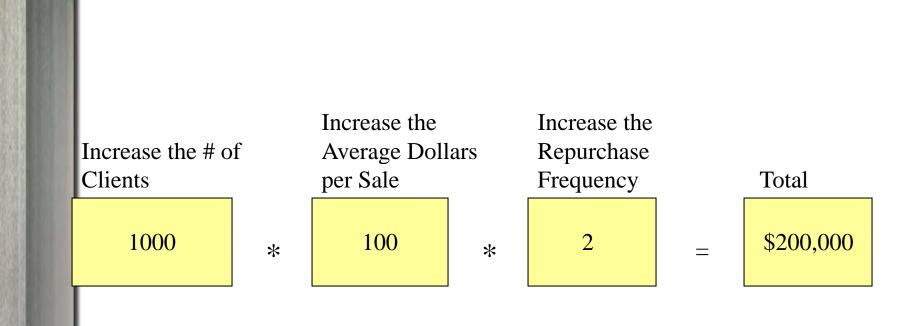


The difference between mediocrity and millions is marketing/strategy.

There are three ways to grow a business...any business.

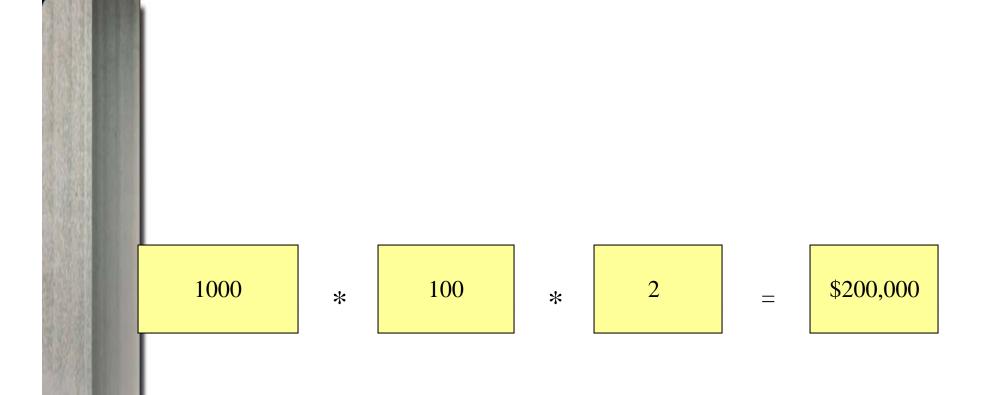
ONLY THREE WAYS

- Increase the number of clients
- 2. Increase the average transaction value
- Increase the frequency of repurchase Get more residual value out of each client



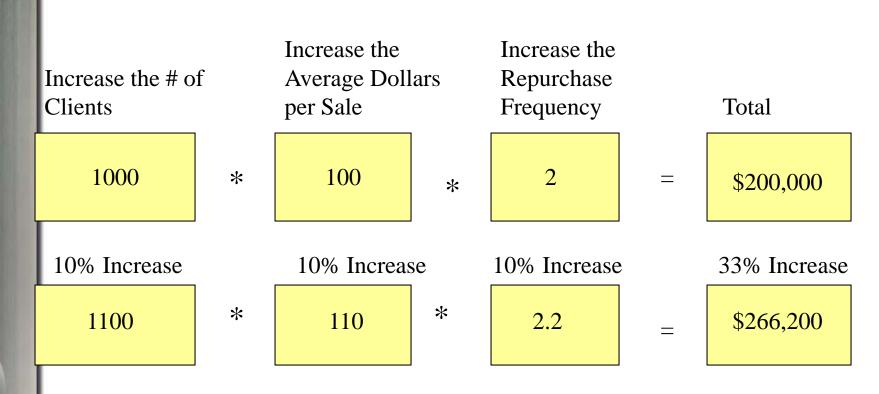
To appreciate for yourself, first-hand, exactly how and why I can grow so many different businesses and practices, so fast, so big and profitable — with so little effort, time or expense, study these three pages.

OPTIMIZATION



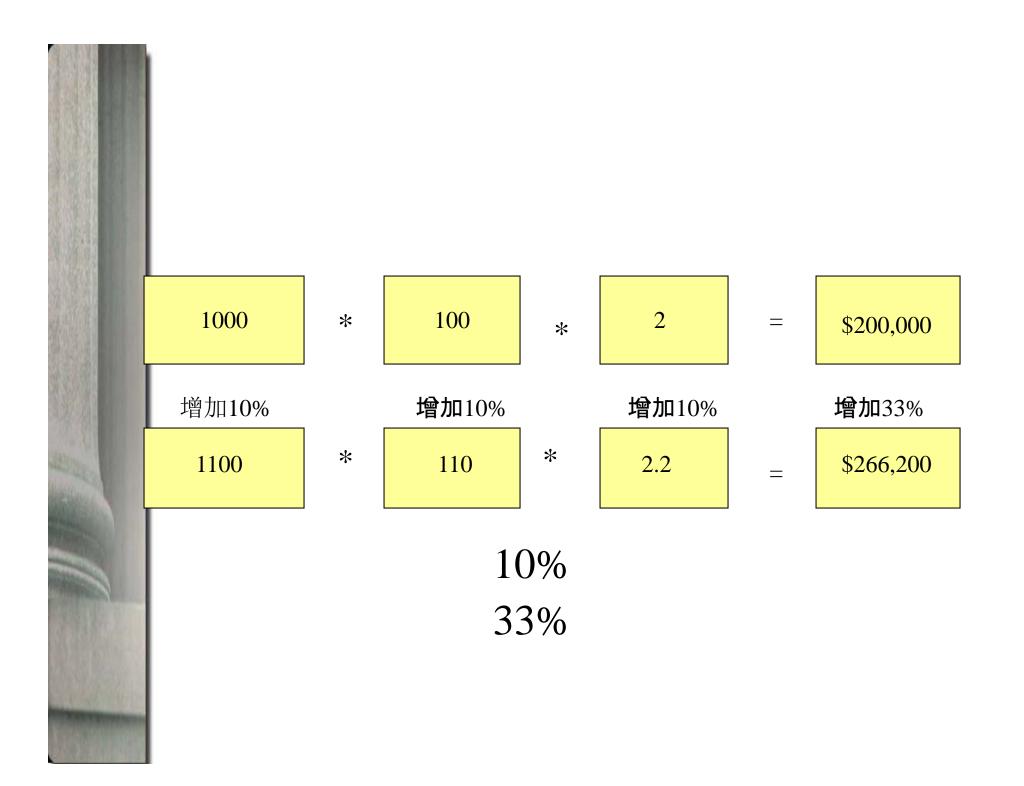
如要直接了解我究竟何以能通过那么少的付出、时间和花费帮助那么多的各种企业和商务实践以那么快的速度取得那么大的利润, 你就要好好学习这三页。

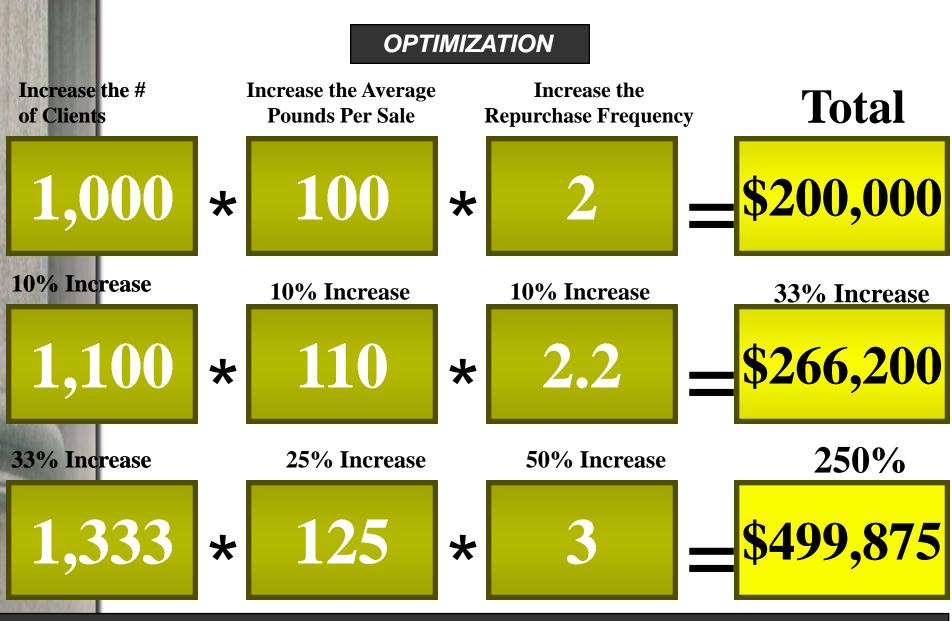
最优化



A 10% increase in each of the three areas equals a 33% increase in revenue.

OPTIMIZATION





Look What Happens Now. The Results Are Exponential

To Grow Your Client Base, You Can Focus On:

<u>Increasing your lead generation through:</u>

- Referral systems
- Acquiring clients at breakeven up front and make a profit on the back end
- Guaranteeing purchases through risk reversal
- Host-beneficiary relationships
- Advertising
- Using direct mail
- Using telemarketing
- Running special events or information nights
- Acquiring qualified lists
- Develop a Unique Selling Proposition
- Increasing the perceived value of your product/service through better client education
- Using public relations

<u>Increasing your client retention rate by:</u>

- Delivering higher-than-expected levels of service
- Communicating frequently with your clients to nurture them

<u>Increasing your conversion from inquiry to</u> sale by:

- Increasing sales skills levels of your staff
- Acquiring clients at breakeven up front and make a profit on the back end
- Guaranteeing purchases through risk reversal
- Host-beneficiary relationships
- Advertising

This and the next two accompanying pages show you 30 totally proven, frequently unrecognized, and almost totally underutilized ways to grow your business.

Do you see how many exciting and powerful options and opportunities you have available to you — right under your nose?!

To Increase the Average Transaction Value, You Can Focus On:

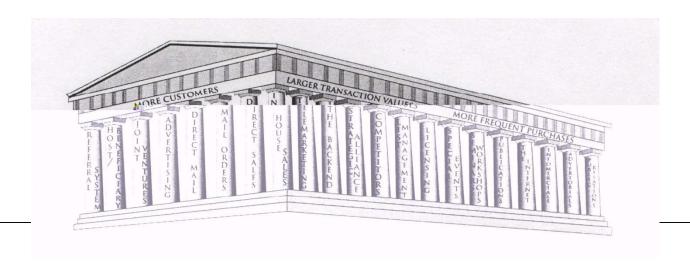
- Improving your teams' selling techniques to upsell and cross-sell
- Using point-of-sale promotions
- Packaging complementary products and services together

- Increasing your pricing and hence your margins
- Changing the profile of your products or services to be more "up market"
- Offering greater/larger units of purchase

To Increase Transaction Frequency, You Can Focus On:

- Developing a back end of products that you can go back to your clients with
- Communicating personally with your clients (by telephone letter) to maintain a positive relationship
- Endorsing other people's products to your list

- Running special events such as "closed door sales," limited pre-release and so on
- Programming clients
- Price inducements for frequency



THE POWER PARTHENON STRATEGY of Geometric Business Growth

Courtesy of:

The Abraham Group, Inc.

27520 Hawthorne Blvd., Suite 263 Rolling Hills Estates, CA 90274 Phone: (310) 265-1840 Fax: (310) 541-3192 apgi@abraham.com

Revenue

Most businesses continuously rely on one marketing approach to grow and sustain their business...

(The Diving Board Philosophy)

What happens when that one approach becomes less effective? Your business stream diminishes and you begin to lose market share.

Revenue

Direct Sales

Joint Ventures

All it takes is

ONE

BIG

IDEA

Which one will you pick for this?!

What would happen to the stability of your business as you begin the process of formalizing your marketing profit centers?

Revenue

Host/Beneficiary Relationships
Endorsements

Developing a Back End
Advertising

Direct Mail

Joint Ventures

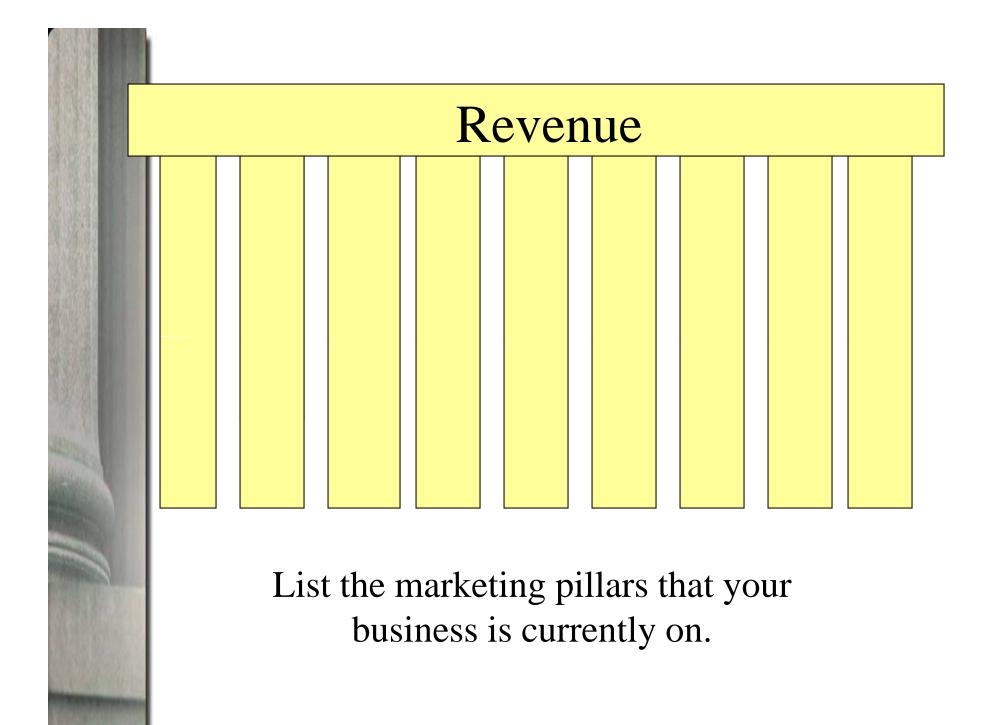
Referral Systems

Telemarketing

Direct Sales

What would happen to your revenue level and profitability if you combined a wide array of marketing approaches?

(The Parthenon Philosophy)



3 Advanced ways to grow your business even faster, safer, easier

- Penetrating new markets
 (7 ways to do this)
- Adding new products / services
 (10 ways to do it)
- Purchasing your competitors' business or assets (5 ways to do it)41



Advanced Strategy of Preeminence



Strategy of Preeminence Key Points



20 Marketing Mistakes (and Corollaries)

Business Multipliers and Accelerators



Not Testing All Of Your Marketing Ideas

Corollary: Test all your marketing



Running Institutional Advertising

Corollary: Run only direct response advertising



Not Articulating And Differentiating Your Business

Preeminence / Perceptiveness

Corollary: Develop a USP and use it in all your marketing



Not Having Back-End Product Or Service

Corollary: Create a profitable and systematic back-end



Not Understanding Your Clients, Their Needs, And Desires

Corollary: Always determine and address the real needs of your clients and prospects



You Must 'Educate' Your Way Out Of Business Problems... You Can't Just Cut The Price

Corollary: Always recognize that you must educate your clients as a part of the marketing and sales process.



Not Making Doing Business
With Your Company Easy, Appealing
And Fun

Corollary: Make doing business with your business easy, appealing and fun.



Mistake #8 Not Telling Your Clients The "Reason Why"

Corollary: Always tell your client the "reason why"

Terminating Marketing Campaigns
That Are Still Working

Corollary: Test, measure, and monitor marketing campaigns until they stop working



Not Specifically Targeting Your Marketing

Corollary: When you prepare your marketing, focus on the intended prospect and no one else

Qualifying Prospects



Not Capturing Prospect's Mailing Addresses, E-mail Addresses As Well As Pertinent Contact Information

Corollary: Capture everything on a prospect or client that you can in an organized, retrievable system

Being Tactical Not Being Strategic

Corollary: Always having a strategy which tactical actions and methods are integrated into



Not Having An Integrated Marketing Or Sales System

Corollary: Having a marketing and sales system in place and refine it continuously ---using letter/call/letter/call or e-mail/letter/call strategies



Not Taking Advantage and Integrating
The Internet Into Every Aspect Of Your
Marketing And Sales Efforts

Corollary: Integrating the Internet into all your marketing and sales activities



In Sales Situations, Shooting From the Hip (Ready, Fire, Aim!)

Corollary: Integrating the Internet into all your marketing and sales activities



Being Stuck Doing "What Works"

Corollary: Always be willing to change



Not Reinvesting Your Profits

Corollary: Always parlay your success and momentum into greater achievement



Not Knowing And Leveraging The Lifetime Value Of A Client

Corollary: Always understand the lifetime value of your clients



Not Maximizing Your Assets, Relationships, Opportunities, Resources, Etc.

Corollary: Always explore and maximize your resources, assets and opportunities



Treating Marketing and Sales As Operations "Silos"

Corollary: Do your best to integrate marketing components into all your operation and back-end processes



7 Marketing Concepts They Won't Teach You at Harvard



1. People are silently begging to be led



2. Tell people what specific action to take, why it's in their best interest, the benefit of doing it, the penalty for not and the best ways to move forward



3. Marketing is the ultimate leverage

ROI In Business



4. Advertising/Marketing is nothing more than salesmanship multiplied



5. People don't appreciate what you've done for them, or will do for them, unless you educate them to the facts



6. Bonuses can make a profound contribution to your overall sales proposition – but only if fully valued by your prospect



7. Reverse the risk factor when making a sales proposition

(implicit/explicit risks)



21 Power Principles of Business Builders Who Become Rich



1. Don't Keep Your Clients From Buying



2. Use Test Marketing to Maximize Your Sales Results (Science Not Art)



3. Build and Profit From a "USP"

Preemptive, preeminent only viable solution



4. Grow Leverage Through Endorsements

(The Power of Others)

Tom Sawyer School of Business



5. Reverse Risk to Put Your Sales in Forward Drive



6. Make Top "Quality" A Top Priority

(Know what it and "value" mean to your client.)



7. Link Your Business to Strong Partners



8. Pay Only For Results



9. Manage Your Assets Wisely – Tangible and Intangible

First – Know what they are



10. Borrowing Winning Strategies

Funnel vs. Tunnel Vision



11.Be Proactive to Outsell the Reactive

Always think ahead

The Championship Billiard Concept



12. Use Non-Ad Ads



13. Turn One-Time Customers Into Life-time Buyers

Annuitized, programmed buying



14.Find and Use All Your Hidden Assets

Windfall Profits, Cash Flow Bonanzas



15. Seven Ways to a Winning Sales Pitch/Presentation

Seven Keys To A Winning Sales Pitch

First, say something that gets the prospect's attention. (Self serving to them)

Second, tell the reader/listener/viewer why he or she should be interested in what you have to say. (Benefit/ reason why)



Third, tell them why they should believe that what you say is true.

Fourth, prove that it's true.

Fifth, list all the benefits of your product or service.



Sixth, tell the reader/listener/viewer how to order.

Seventh, ask them to order right away.



People buy benefits, advantages, protection, enrichment.

Features are merely the pathway, bridge to get them.



Most Trusted Advisor

16. Preemptive Advantage

(Only viable solution)



17. Work With Other People's Money, OPE, OPI, OPR



18. Get Twice as Much Done in Half the Time

(John Dudeck)



19. Use Direct Mail/Sequential Marketing —

But Use It Right

PEQ/MMT Experience PEQ/MMT



20.Develop Multiple Income Sources



21. Know Your Niche



Risk Reversal



Four Types Of Risk Reversal

1. Complete money back guarantee

2. Better-than-money back guarantee



3. Partial money back guarantee

4. Pay after product/service performs (pay after you profit)



Three Facets of Reverse Risk

Money-back guarantee

 Complete refund plus Bonus Incentive

 Emotional risk reversal, i.e. increase prospect's confidence in their purchase



Risk Reversal - A Simple Five Step Formula



What in dollars and cents, is the best reported either testimonial or case study, measurable, quantifiable feedback you have gotten from a satisfied client, buyer?



What is the penalty to your client or prospect of staying where they are right now?

What is your competitors' most powerful and superior guarantee?

(How can you favorably outperform it?)



What is the minimum based barebones expectation you can guarantee somebody they can get from favoring your business and starting to deal with you?

(Be as specific as you can.)



What is the biggest tangible, MINIMUM guarantee that you would be willing to warrant to somebody?



25 Strategies to Out-Market Your Competition



Work Your Current and Past Customer Lists

(Sequential Marketing)



Stop Spending So Much On Ineffective Advertising

(Measure, monetize, options, alternatives)



Follow Up



Keep Following Up



Use Risk Reversal Describe



Bump and Upsell

(or downsell)



Sell, Then Sell Again



Utilize Host-Beneficiary Relationships



Use Your Competitor's Resources --- and Profit



Offer Extended
Guarantees and
Incentives/Bonuses



Lock in Sales in Advance



License Your Successful Concepts



Break Even on the Front-End

(MNW Theory /Lifetime Value)



Test Your Prices

Propositions, variables



Reposition Yourself as an Expert in Your Industry



If You Know a Company That Is Going Out Of Business, Buy Their Customers and the Right to Fulfill on Orders



Decrease Your Overhead

(Convert fixed expense to variable)



Don't Burn Your Bridges



Avoid the Ostrich Theory of Marketing

(Six Degrees of Separation/Evolution Theory)



Write Only Direct-Response Ads or Sales Letters



Write Headlines That Pull



Analyze Your Results



Marketing Technique #23

Don't Put All Your Eggs In One Basket



Marketing Technique #24

Get Your Clients to Give Your Referrals



Marketing Technique #25

Recognize and Identify Your Hidden Assets



Nine Business Drivers of Exponential Profit

CP 21



1. Ideology



2. Products and/or Services Current/Additions



3. Your Business Model



4. Strategy



5. Capital

(Includes human capital, intellectual capital and financial capital)



6. Relationships



7. Marketing



8. Distribution Channels and Markets



9. Procedures / Processes



Nine Skills of Marketing Greatness



1. Advertising/Direct Marketing/ Copywriting



2. Selling/Consultative Advisory Communication



3. Lead Generating/ Targeting Qualifying



4. Offering/Closing



5. Upsell



6. Resell



7. Cross-sell



8. Repurpose/Reclamation Monetizing



9. Referral



28 Universal Strategies to Build Your Power Parthenon

CP 93



Referral systems



Acquiring clients at breakeven up front and make a profit on the back end



Guaranteeing purchases through risk reversal



Host-beneficiary relationships



Advertising



Using direct mail



Using telemarketing



Running special events or information nights



Acquiring qualified lists



Develop a Unique Selling Proposition



Increasing the perceived value of your product/service through better client education



Using public relations



Delivering higher-thanexpected levels of service



Communicating frequently with your clients to nurture them



Increasing sales skills levels of your staff



Improving your teams' selling techniques to upsell and cross-sell



Using point-of-sale promotions



Packaging complementary products and services together



Increasing your pricing and hence your margins



Changing the profile of your products or services to be more "up market"



Offering greater/larger units of purchase



Developing a back end of products that you can go back to your clients with



Communicating personally with your clients (by telephone, letter) to maintain a positive relationship



Endorsing other people's products to your list



Running special events such as "closed door sales," limited pre-release and so on



Programming clients



Price inducements for frequency



Upselling, Cross-Selling, Follow-up Selling

Host/Beneficiary Relationships

The process of identifying who else in the "cycle of business life" has established strong relationships and earned the trust of people in the same categories as the ones you're trying to target.



Calculating Lifetime Value, Marginal Net Worth, Allowable Cost



What's the Marginal Net Worth of a Client?



Re-Investing / Parlaying Your Current Levels of Success to Loftier Heights



Reinvestment Multiplier Table



The 12 Pillars of Strategic Business Growth



1.Continuously identifying and discovering hidden assets and over-looked opportunities in your business



2. Mining cash windfalls each and every month of your business



3. Engineering success into every action you take or decision you make



4. Building your business on multiple profit sources instead of depending on one single revenue generating source



5. Being different, special and advantageous in the eyes of your customers and clients



6. Creating real value for your clients and employees for maximum loyalty and results



7. Gaining the maximum personal leverage from every action, investment, time or energy commitment you ever make



8. Networking, Masterminding, Brain-Storming with like minded, success driven people who share real like experiences and shortcuts with you.



9. Turning yourself into an idea generator and recognized innovator within your industry, field or market



10.Turning yourself into an idea generator and a recognized innovator within your industry or market.



11.Reversing the risk for both you and your customers in everything you do (so the downside is almost zero, and the upside potential nearly infinite).



12.Using small, safe tests to eliminate dangerous risks and adopting funnel vision instead of tunnel vision in your thinking.



Strategy vs. Tactics



Leveraging Your Tactics



Strategy Defined



Marketing Strategy



The Tactical Touch



Our Focus/The Seven Sciences of Masterful Marketing

- Hidden Assets
- Overlooked Opportunities
- Underperforming Activities
- Undervalued Relationships
- Underutilized Distribution Channels
- Untapped Selling Systems
- Little Known Marketing Approaches



1. Hidden Assets



2. Overlooked Opportunities



3. Underperforming Activities



4. Undervalued Relationships



5. Underutilized Distribution Channels



6. Untapped Selling Systems



7. Little-Known Marketing Approaches



Where Am I Now?



Where I Want To Go



The System of Breakthroughs I Use

(and the foundations they are based upon)



- Marketing
- Strategy
- Innovation
- Management



Learning To Become Unbeatable

Make Irresistible Propositions and offers

Out Advantage / Benefit Competition



Irresistible vs. resistible

Unbeatable vs. beatable



Five Ways To Create Business Wealth

- 1. Current Income
- 2. Future Income
- 3. Windfall Income
- 4. Psychic/Emotional Wealth/ Asset Wealth



1. Current Income – Constantly increasing current income and profits is the first determinate of business wealth creation.



2. Future Income: If your business doesn't have highly predictable, strategic, long term revenue-generating programming in place, that assures continuous flow of profits and sales well into the upcoming years --- you DON'T have a business at all.



3. Windfall Income – There is no business out there I know that cannot uncover a five to seven figure profit windfall within six months.

Psychic/Emotional Wealth – Unless you have the certainty, confidence, peace of mind, vision, low stress, control, power, persistence, perceptiveness, high ethical standards and unstoppable drive, you can't possibly pilot the strata of unstoppable business growth and income you're after.

5. Asset Wealth – Few business owners ever build a business they can sell for a lot more money than they take out of it in a year. Yet a business' asset value should be one of the major wealth creations you achieve from your business efforts.



Highest And Best Use Theory

Optimization Chart



Reverse Engineering Your Flight Plan



Seven Ways To Out Think, Out Perform, And Out Earn Your Competition



1. Maximize what you already do



2. Multiply the opportunities available to you



3. Monetize unprofitable areas of your business



4. Create new products/services



5. Profit from your competition



6. Reclaim past expenditures



7. Become strategic instead of tactical



Bonus

8. Penetrate new markets



Bonus

9. Acquire one new business or asset



93 Referral Systems



The Power of Testing to Multiply Results

Testing Factors



Headlines



E-mails
From: Lines
Subject



Creatives



Proposition/Positioning



Proof

Testimonials

 Endorsements, contrast, compare, quantify



Future Pacing



Risk Reversal



Bonus



Call To Action



The P.S.



What To Test



How To Test



Priority Of Testing Weighing Variables



The Ultimate Meaning of Business Life



Central Premise

The Method To Your Madness



Differentiating, Repositioning & Distinguishing

Your Business, Product



Copy Writing Primer

CP 143



Copywriting Formulas

CP 145



AIDA

- A Get Attention
- I Arouse Interest
- D Stimulate Desire
- A Ask For Action



Robert Collier Formula

- Attention
- Interest
- Description
- Persuasion
- Proof
- Close



Victor Schwab's

AAPPA Formula

- A Get Attention
- A Show People An Advantage
- P Prove It
- P Persuade People To Grasp This Advantage
- A Ask For Action



Bob Bly's Formula

According to Bob, all persuasive copy contains these eight elements:

- 1. Gains attention
- 2. Focuses on the customer
- 3. Stresses benefits



- 4. Differentiates you from the competition
- 5. Proves its case
- 6. Established credibility
- 7. Builds value
- 8. Closes with a call to action以



Bob Stone's Formula

- 1. Promise a benefit in your headline or first paragraph – your most important benefit.
- 2. Immediately enlarge upon your most important benefit.
- 3. Tell the reader specifically what he is going to get.



 4. Back up your statements with proof and testimonials.

 5. Tell the reader what he might lose if he doesn't act.

 6. Rephrase your prominent benefits in your closing offer.



7. Incite Action – NOW!!



Orville Reed 奥维尔-里德

 Benefits – Tell your reader from the very beginning how your product or service will benefit them.

 Believability - Back up your statements of benefits with believable evidence.



 Bounce - Write with enthusiasm, keep your copy moving. Keep the prospect interested. Transfer your enthusiasm for the benefit to the prospect.



RS Template /RS 模板

	1. Superscript – teaser
Attention	2. Headline – attention of desired audience
	3. Subhead
	4. Salutation
	5. Opening hook – if youthen
Interest	6. Your story – credibility
	7. Here's what this is all about
Desire	8. USP
	9. Appeal
	10. Benefits, Benefits
	11. Bullets
	12. Bonuses
	13. Don't Decide Now – you can't lose
Action	14. Price dropdown - justification
	15. Risk Reversal - Guarantee
	16. close the deal – buy now
	17. PS



High Impact Headlines



Headline / Proposition Power



137 Best, Proven Versions to Use



37 Million Dollar Headlines



The 100 Greatest Headlines Ever Written



10-minute Marketing Genius Ad Clinic

CP 182



My Sales Letter / E-mail Promotion for my Primary Offer

CP 183



Measurable Data

CP 49



Problems & Challenges

Your product/service business either solves...or the opportunity you fulfill



What Business Really Is



1. Targeting the best quality prospects in the most effective/cost efficient way



2. Formulating an offer/ proposition they can't resist



3. Closing



4. Over deliver



5. Reselling them Downselling



6. Referrals



7. Ancillary Sales



Five Additional Skills of Marketing Greatness



"Your Attitude"



Persuasion/Influence



Benefit/Advantage Focused



Storytelling Future Pacing



Strategic/Critical Thinking



Five Keys To Winning Business Around The World



1. Skills and Mindset



2. Process, Structure, Systems and Commitment



Measure, monitor, quantify, improve.



3. Quarterly Review And Improvement, Reassessment And Restructuring

Monetizing, Measuring, Improvement – Optimization



4. Self/Team Motivation And Authentification



5. Mentoring And Masterminding



The Tom Sawyer School of Business



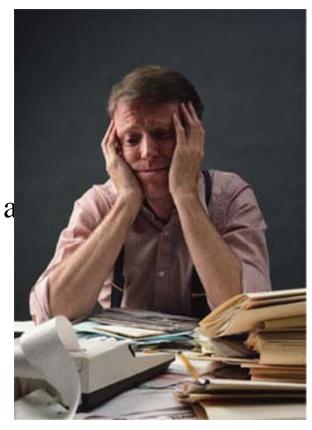
OVERVIEW 纵览

- Strategic Alliances
- Your Strategic Objectives
- Strategic Alliance Inventory and Opportunity Audit
- Converting From Theory To Application



Surviving Today's Competitive Market

- Brutal competitions
- Disloyal market
- Commoditization of products and services
- Multiple options and alternative to fill a given need
- Fear, Apprehension, Uncertainty
- Few trusted advisors





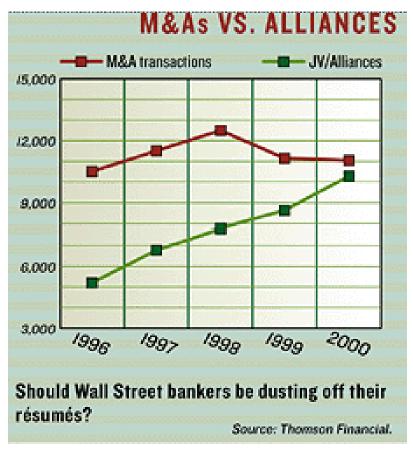
What is a Strategic Alliance

- Strategic alliances are nothing more than old fashion partnering with a strategic twist.
- Means to dramatically expand and enhance your ability [to?] generate markets / business / clients-customers / image / posture / profitability all with minimal spenditure of time effort / expense / manpower / risk.
- Opportunities are limitless. Only limited to your inventiveness your ability to look inside and out.



Mergers Vs Strategic Alliances

- Mergers and Acquisitions aren't the only way to go. Strategic alliances are nothing more than old fashion partnering with a strategic twist.
- Mergers have slightly increased over
 5 years while Strategic Alliances
 have doubled.
 - 1996 1999 companies with \$2 billion in revenue or more formed an average of 138 alliances Forbes 3/21/2001.





Strategic Alliances Growth

- The number of alliances is growing by 20% a year with 10,000 new alliances being reported in the last 12 months alone
- More than 20% of the revenue generated from the top 2000 U.S. and European companies now come from alliances
- Enterprise.com survey
 - 49% Businesses Reports More Worth
 - 21% Higher Revenues
 - 38% Increased Productivity
- 90% of corporate executives surveyed felt a Strategic Alliance or Joint Venture with another company was absolutely essential to maintain a competitive edge



Why the growth?

- Strategic Alliances can be a partnership in which you combine efforts in anything from getting a better price for goods, by buying in bulk together, to seeking business together with each company providing part of the package.
- Alliance represent an essential strategy for achieving topline growth, higher profitability and enhanced business franchise.
- Numerous benefits for everyone involved.



9 Major Benefits of Strategic Alliances

- 1. Achieve advantages of scale, scope or speed
- 2. Increase market penetration
- 3. Enhance competitiveness in local, national, or international markets
- 4. Enhance product development



9 Major Benefits of Strategic Alliances

- 5. Develop new business opportunities through new products and services
- 6. Expand market development
- 7. Diversity
- 8. Create new businesses
- 9. Reduce costs



43 Additional Success Factors

- 1. Easily established
- 2. Augment selling effort
- 3. Increase sales and profitability
- 4. Lower barrier of entry
- 5. Enhance your image, stature, posture
- 6. Expand customer client base
- 7. Boost marked presence
- 8. Provide added value to customers
- 9. Contribute substantially to perceived customer benefits
- 10. Enter emerging markets
- 11. Expand your horizons
- 12. Speed access to a wide varieties of new markets



43 Additional Success Factors

- 13. Expand beyond geographic boundaries
- 14. Gain foothold in international marketplace
- 15. Control other peoples markets
- 16. Gain a competitive advantage
- 17. Rapidly overpower the competition
- 18. Joint marketing
- 19. Joint selling or distribution
- 20. Design collaboration
- 21. Quicker to create/form
- 22. More flexible to operate
- 23. Less risky
- 24. Requires less cash
- 25. Technology license



43 Additional Success Factors

- 26. Research and development
- 27. Enhance R&D capabilities
- 28. Access knowledge and expertise beyond company borders
- 29. Strengthen reputation in industry as result of association
- 30. Extend product offerings
- 31. Widen your scope of innovation
- 32. Establish unique position in market
- 33. Secure position as front runner in marketplace
- 34. Provide marketing / selling
- 35. Easily establish purchasing / supply relationships
- 36. Set up instant distribution networks



43 Additional Success Factors

- 36. Capitalize on hidden assets
- 37. Earn higher ROI's and ROE's on alliances than from your core/main business
- 38. Difficult for your competitors to imitate or emulate
- 39. Remain focused on your core opportunity
- 40. Outsourcing non core competencies
- 41. Lets you maximize / stretch your management and technical / operational resources
- 42. Reduce overhead through shared costs and outsourcing
- 43. Manufacture / fulfill cost effectively



Corporate Successful Alliances

Allstate / Sears

Amex / Mailer inserts

University Clothes / Macy's

Boutique Equity – new

business

Old Bernard / Buruch /

Rothschild / Rockefeller

Story

Liquid Audio – 20 Alliances / 20





Types of Alliances

- Joint Ventures /
- Co-Branding /
- Host Beneficiary
- Equity Partnerships
- Endorsements
- Flipped Business Opportunities
- Acquired Assets
 - Acquired Distribution Networks

- Acquired Leads
- License or Acquired Licensee
- Core Competency Consulting
- Reclamation
- Sales Force
- New Products/Markets
- eBusiness



Joint Ventures / Co-branding

Joint venturing allows the best of all possibilities. You can easily repackage or create new businesses together with each company providing part of the package.

- •Mini Marts with McDonalds, Pizza Huts, Subways, etc.
- Banks in groceries









Co-branding allows two companies come together to use both brands to put behind products.

Coke and Proctor & Gamble create spin off to market non-carbonated drinks and Pringles products.

P&G gets access to Cokes 16,000 markets. They both share in the profits.





Host - Beneficiary

- Host
 - Jeff Bezos (Taco Bell)
 - Scenarios
 - Key elements
- Beneficiary
- Leverage assets are not yours
- Accounting practice broker
- IRS program Nevada Company Corporation
- Gas utility pipeline, TV with Helicopter service
- Custom computer maker creates joint venture with custom software
- Speakers selling products / services at tradeshows



Equity Partnerships 资产伙伴关系

Equity in deal
Equity in client
Equity in brand
Equity in distribution channel
Equity in buyers and prospects
Equity in marketing material
Equity in process and intellectual property



Endorsements

- Seminar company getting attendee endorsements
- Association uses local paper for distribution of charity fund and get multiple write-ups and endorsements
- My seminar business Tony Robbins, Success, newsletters, trainers - Tony Robbins, William Simmons Home
- A.R.P Colonial Penn
- John Ritter Where there is a will there is an "A"
- Tom Bosley Agora
- Fran Tarkenton Tony Robbins
- Magazine subscriptions / Schools 杂志订阅 / 学校





Reinventing Business Opportunities

Brand / actual products /
services / proprietary products /
lists / research / sales force / too
much capacity / facilities/
processes

- **Mastermind/Brain Trust**
- **Profiteering**
- **Financing**
 - 1. Promotions
 - 2. Sales force
 - 3. Ads
 - 4. Markets
 - 5. Product Lines



Reinventing Business Opportunities

Distressed Properties

- Jobs
- Lists
- Space
- Production
- Talent
- Distribution
- Delivery
- Capacity
- Facilities
- Technology (Doug McMillian)
- Procedures
- Intellectual Capital



Acquiring

Acquire Distribution Networks

- Sales Force
- Retail Stores
- Kiosks
- Signage
- Leases
- Licenses
- Display Window
- Inserts
- Polywrap
- Bind in
- Blow in

Assets

- Lease
- Purchase
- Option

Acquire Leads

- Unconverted Prospects
- Inactive Clients



License or Acquired Licensee

Acquire or Render Expertise

- 1) Marketing
- 2) Sales
- 3) Management
- 4) Cash Flow
- 5) Organization
- 6) Performance Enhancement
- 7) Information Technology
- 8) Advisory Board





License or Acquired Licensee

Two Way

- 1. Brand Name
- 2. Technology / Methodology
- 3. Promotion / Marketing Expert Systems
- Products / Services Private Label Processes
- 5. Image / Design / Facsimile
- 6. Territory / Market / Industry



Core Competency Consulting

Attracting or rendering world class expertise on a performance compensation basis.

- Core
- Critical
- Dual
- Many different ways to structure

New Products/Markets

One of the BEST ways to rapid growth is to open / develop / create new products or markets

- Take over, re-purpose, package together other company's product and / or services
- Acquire Sales Distribution
- Re-purpose your produces to new markets
- Identify players in new markets you can joint venture / partner with



Sales Force





Who has the internet / e-mail expertise, affiliate software, infrastructure, e-mail lists, IT staff, equipment, data software, etc., you need or want access to?





What Are Your Strategic Objectives?

- Start with the big picture. What are the key components necessary to drive it?
- Where are they going to come from, why is it necessary, and what are your alternatives and options?
- Vastly expand markets, products/services, distribution, sales representation, costeffective impact.
- Gain valuable or strategic assets, access, resources or talent.
- Acquire or access the good will, trust, credibility of older, larger more respected entity, organization, publication, selling force or individual.
- Gain more upside leverage.
- More optimally deploy someone else's assets.
- Find opportunity in someone else's adversity.
- Leverage off something valuable someone else invested, tens, hundreds of thousands, millions or even tens of millions to create, acquire or develop.



How Powerful Is Ones Brand?

• The more powerful your brand the more profitable the strategic alliance.



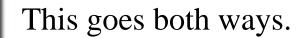
• What else can you do with your brand?

Who else's brand can you deploy or ethically exploit?



SONY

How many different ways can you do it?











Implementing Alliances and Acquisitions (Inventory and Opportunity Audit)

What do you possess?

- Products / services
- Distribution channels
- Sales personnel
- Sales methodology
- Technology (software/hardware systems)
- Other productive processes/methodology
- Facilities & equipment
- Underutilization
- Intellectual property / Technical abilities
- Brand
 - 1. Good will / Trust with specific groups / markets / media
 - 2. Core competencies
 - 3. Affinity





Expanding Your Growth Possibilities

- Who are the people / businesses I want to reach?
- What other products, services and options do people typically purchase prior to buying or using your type product / service?
 - Who provides those product / services?
- What products / services, etc., do people typically need and / or acquire along with or in order to optimally use your product or service?
 - Who provides those product / services?
 - What events, activities or changes typically occur to cause someone to want or need your various products / services?
 - What other products / services does the key decision maker I am targeting also buy?
 - Who provides those product / services?
- What assets do I need that I do not have?



Expanding Your Growth Possibilities

- What periodicals /advisory materials are used by the market I want to reach?
 - Who provides those product / services?
- What problem or opportunity does your product / service solve for your prospect / client?
- What other type of business, organization, profession etc., has more to gain than even you do by seeing you either acquire a client, or sell a specific product, service or combination? And why?
 - What other market or industry could use / benefit from my product, selling system or methodologies?
 - What is the MNW of my client / prospect worth to someone else?
- What are your highest margin products or services?
 - What are your highest repeat purchase products or services?



Expanding Your Growth Possibilities

- What logical products can be created by you, acquired by you, can be adapted / adopted?
- What markets could your products or services also apply or translate to?
- What related fields could you penetrate?
- What parallel universes are most similar to yours?
- What other business markets, products or services have you been thinking about?
 - Look for additional alliances, markets:
 - Take on their products or services
 - Provide services, functions
 - Share personnel, facilities
 - Sell equity or buy equity
 - Develop referral/alliance feeder program



Finding The Correct Partner

Who else (generic type entities & individuals) has direct access to the markets, influences, individuals, companies, media, distribution channels, prospects, research & data, technology or methodology you want or need?

Generic Type of Business - Point of Access / Influence - Decision-Maker They Reach



Finding The Correct Partner

- Strengths and weaknesses of target organizations, prime assets, attitude, key important point of impact / interest (i.e., money), purpose, reclamation
- The best partner will have what you don't have strong where you are week, etc.
- Match your companies capabilities with people who share your objectives
- Look for companies to partner with who are one step ahead of their competitors.
- Large companies can make good partners.



Finding The Correct Partner

- Who has a sales force I can tap into?
- Who sells to the same demographic profile I want to reach?
- Who has the trust, respect, and good will with my prospective market?
 - Who has authored a book that's respected in my field?
 - Who is not a direct competitor?
 - Why, when and how should an alliance with suppliers be considered?



Competitor Partnerships

Fully 50% of alliances today are between competitors

- Coke and Pringles distribution in specific markets
- Ford and Nissan mini van design and manufacturing
- Phillips and Sony optical discs
- HP and Cannon laser printer markets

What could competitors offer to your market that you can't? Who are the industry gurus my market follows? Who are weaker but quality competitors?

List your possible risks / partial fears
Explicit
Implicit

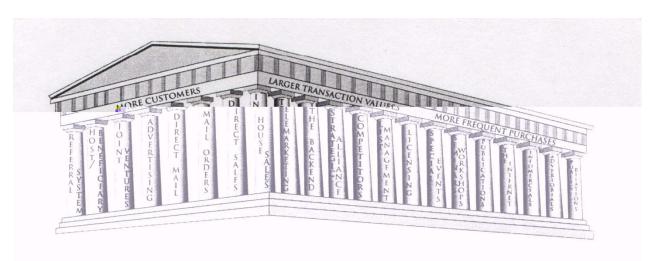
How you actually verbally, transactionally relieve / mitigate them?



Optimize

How many other ways can you help other people optimize their sales, reclamation, utilization, service, value, etc.?





THE POWER PARTHENON STRATEGY of Geometric Business Growth



Revenue

Direct Sales

Most businesses continuously rely on one marketing approach to grow and sustain their business...

(The Diving Board Philosophy)



Revenue

Direct Sales

What happens when that one approach becomes less effective? Your business stream diminishes and you begin to lose market share.



Revenue

Direct Sales

Joint Ventures

All it takes is

ONE

BIG

IDEA

Which one will you pick for this?!

What would happen to the stability of your business as you begin the process of formalizing your marketing profit centers?



Revenue

Developing a Back End

Direct Sales

Telemarketing

Referral Systems

Joint Ventures

Advertising

Direct Mai

Endorsements

Host-Beneficiary Relationships

What would happen to your revenue level and profitability if you combined a wide array of marketing approaches?

(The Parthenon Philosophy)



Revenue

List the marketing pillars that your business is currently utilizing.



There are three ways to grow a business...any business.

ONLY THREE WAYS

- 1. Increase the number of customers (clients)
- 2. Increase the average transaction value
- 3. Increase the frequency of repurchase
 - Get more residual value out of each customer



OPTIMIZATION

Increase the # of Customers

1000

Increase the Average Dollars per Sale

100

*

Increase the Repurchase Frequency

2

Total

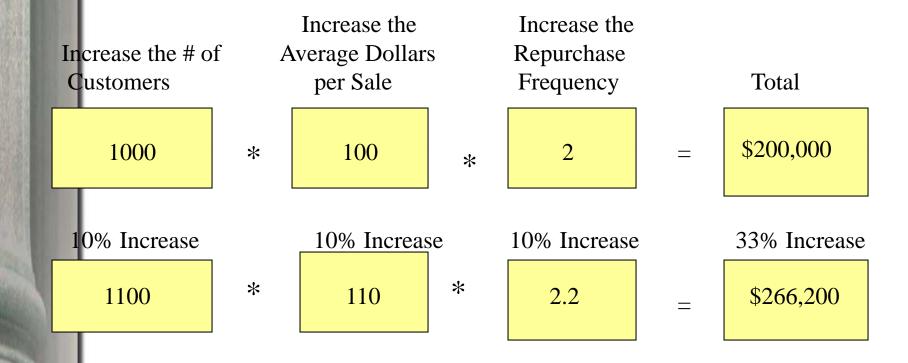
\$200,000

To appreciate for yourself, first-hand, exactly how and why I can grow so many different businesses and practices, so fast, so big and profitable—with so little effort, time or expense, study these three pages.

*



OPTIMIZATION



A 10% increase in each of the three areas equals a 33% increase in revenue.



Increase the Increase the Average Dollars Increase the # of Repurchase per Sale **Total** Frequency Customers 1,000 100 \$200,000 * * 10% Increase 10% Increase 10% Increase 33% Increase * * \$266,200 2.2 1,100 110 33% Increase * * 3 1,333 125 \$499,875

Look what happens now. The results are exponential.

This illustration dramatizes the power of true geometry being harnessed for your business.

Isn't this smarter than the strategy you're presently following?



To Grow Your Customer Base Focus On

ıs On

Increasing your lead generation through:

- Referral systems
- Acquiring customers at breakeven up front and make a profit on the back end
- Increasing the perceived value of your product/service through better customer education
- Running special events or information nights
- Guaranteeing purchases through risk reversal
- Develop a Unique Selling Proposition
- Host-beneficiary relationshi
- Advertising
- Using direct mail
- Using telemarketing
- Acquiring qualified lists
- Using public relations

This and the next 4 pages show you 30 totally proven, frequently unrecognized, and almost totally underutilized ways to grow your business.

Do you see how many exciting and powerful options and opportunities you have available to you—right under your nose?!



To Grow Your Customer Base Focus On

<u>Increasing your customer retention rate by:</u>

- Delivering higher-than-expected levels of service
- Communicating frequently with your customers to nurture them

Increasing your conversion from inquiry to sale by:

- Increasing sales skills levels of your staff
- Acquiring customers at breakeven up front and make a profit on the back end
- Guaranteeing purchases through risk reversal
- Host-beneficiary relationships
- Advertising



To Increase the Average Transaction Value Focus On:

- Improving your teams' selling techniques to upsell and cross-sell
- Using point-of-sale promotions
 - Packaging complementary products and services together

- Increasing your pricing and hence your margins
- Changing the profile of your products or services to be more "up market"
- Offering greater / larger units of purchase



To Increase Transaction Frequency Focus On:

- Developing a back end of products that you can go back to your customers with
- Communicating personally with your customers (by telephone, letter) to maintain a positive relationship
 - Endorsing other people's products to your list

- Running special events such as "closed door sales," limited pre-release and so on
- Programming customers
- Price inducements for frequency



OPTIMIZATION

of Customers

1000

Increase the Average Dollars per Sale

100

Increase the Repurchase Frequency

2

Total

\$200,000

Fill in the current numbers for your own business:

*

*



*

*



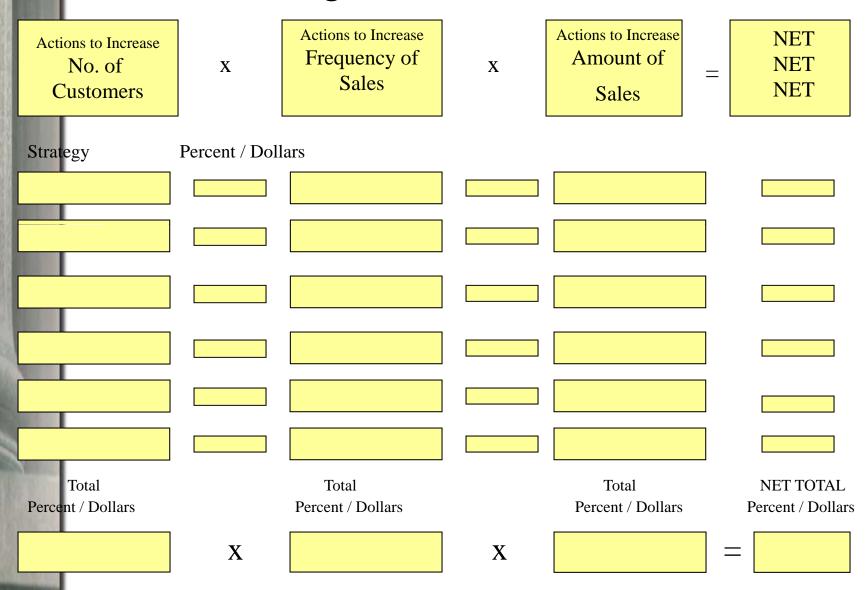
_



OPTIMIZATION

Average Dollars Repurchase per Sale Frequency of Customers **Total** 1,000 100 \$200,000 * * Fill in the current numbers for your own business: * * Fill in the numbers that you project for your business after applying Jay's methods: * *

Profit / Leverage Consolidation Worksheet





Making The Successful Deal

An alliance is rarely a perfect match made in heaven

Thoroughly analyze your options

- Where / what the real leverage is in every deal
- What do you expect to gain from the alliance deal

Don't try to structure a deal instead architect a successful business

All deals must be structured fairly



1. Taking your generic lists and making them specific and Personalized

List of all viable companies / individuals in the field who could become strategic partners

- Contact info
- List of key decision-makers
- List of product services they offer
- Printout from their web site
- Create Database (Outlook)



2. Contact

- How to present your proposition.
 - Host
 - Beneficiary
 - Using preemptive presentation
- Phone contact-rules to follow.
- Pre-contacting by letter. What you need to do.
- Identifying in advance probable objections, resistance points you'll encounter. Preparing in advance your response to possible objections.
 - "How do I know it's not going to take away my clients?"
 - "I want control. I don't like you having control of my clients."
 - "How do I know I'll get paid?"
 - "It's not the business we are in."



3. Traps To Avoid

- Failing to take the time to select the right partner(s)
- Failing to plan for flexibility and change
- Failing to agree on objectives and goals
- Failing to plan properly for integrated growth requirements

Host

- Keep Flexible (non exclusive agreements)
- Optimize and leverage the split
- Make sure you profit from the beneficiary ROI

Beneficiary

- Conservative
- Honest
- Automatic renewal and exclusive agreements
 - Provisional agreements



Closing The Deal

- Being Strategic
- Understanding the psychology from both sides
 - How do and should you look at Joint Ventures, Alliances, Endorsements?
 - How should you look at people committed to you to do the deal?
- Taking away the risk for both sides
 - Incremental gains
 - Margin net worth factor
 - Strategic advantage
 - Preemptive opportunities
 - Perception advantage



Crafting an agreement - Look before you leap

Things To Think About

- Terms, duration, mutual performance expectations
- Non-corporate / corporate (depends on who's doing what)
- Residual stream after deal ends
- Termination value; does it dissipate / remain
- Buy / Sell
- Who owns what Assets, Accounts, Prospects, Brand, I.P. ?



Making the deal work

- Be inventive
- Keep your eye on the prize, don't loose track of the end result
 - 100k 90k 10k in profit
- Tie up right / control manage other JV/SA activities
- The alliance must be embraced from the top down
- When you and your alliance partners view the alliance as having strong strategic value the alliance has triple success rate
- Before the alliance begins, communicate effectively about the respectively roles, expectations, capabilities, and performance functions
- Only 2-4 wisely chosen alliances can yield 50-100% increase!



Turning the one time deal into an ongoing revenue source

Program the relationship for perpetual ongoing regular offerings through preempting the channel

Create ongoing streams of revenue

Monitoring and measuring results



Questions and Answers

Q & A

- Yours
- Mine
- Your Prospective Deal Partners



WORKSHOPS

- Go through scenarios
- Formulating exercise
- Make generic lists of target prospects and alliances'
- Bring down to specific names and products / services
- Connect up with defined strategic objective
- Reverse engineer
- Formalized action plan template



- 1. Rent / Lease / Sell Joint Venture Dirigibles / Blimps.
- 2. Teach companies how to sell on performance.
- 3. Generate leads / inquiries for other companies.
- 4. Fund the mark down bandit. Short-term point of purchase promotions.
- 5. Funding infomercials for local merchants, professionals or businesses.
- 6. Buying assets from marginal / struggling / distressed companies.



- 7. Buy phone numbers / customer / prospect lists from bankrupt / going out of business companies.
- 8. Reactivating / re-purposing inactive customers.
- 9. Build anybody's business by funding and offering free trials, i.e., custom car wash.
- 10. Paying for consultants reselling there services on contingency.
- 11. Converting one time sales into on going TFN services
- 12. Coaching, Tree Trimming, Carpet Cleaning.



- 12. Real estate farm building.
- 13. Finance the cost of underwriting the risk of adding risk reversal to a company's offer. Take a piece of enhancement in exchange.
- 14. Fund / create table top display cards for restaurants.
- 15. Create home-buying centers in upscale apartment complexes.
- 16. Fund direct or telephone sales departments.



Buying options or regional / local advertising and reselling rights on a market by market, industry by industry basis.

- 18. Funding trials for network marketers.
- 19. Selling envelopes with copywriting.
- 20. Marketing arbitrage of seminar seats.



Why spend all your time, effort, expense, and credibility-building activity to attract new clients from the outside market when there is a much easier and less expensive way to do it?



You can get other people, companies, publications and organizations to get new clients for you.



And they can do it faster, more efficiently and for a fraction of the cost you'd spend doing it yourself.



Use Host-Beneficiary relationships to tap into the millions of dollars of investment, existing good will and strong relationships that other companies have developed with their clients.



Have those companies direct their clients to start doing business with you.



The cost of acquiring a client or a prospect is enormous.

(Most businesspeople don't realize it, but they are in the client-and-prospect-generating business. That's the basic goal of all marketing. Don't ever forget it.)



What if you could eliminate a lot of the expense, time and inefficiency of "prospecting" and only spend your time and money on people who are ready to buy?



Step One: Ask yourself: "Who already has a strong relationship with people to whom I might be able to sell a noncompetitive but related product or service?"



Step Two: Once you've got names on paper, contact those non-competing businesses and ask them to introduce your product or service to their audience.

Supply them with plenty of information on what you sell, and some testimonials attesting to its high quality.



Approaching the host



Once you have their attention, point out the following facts:

 Your product or service is absolutely noncompetitive to the host's product or service. Any ancillary profits will result from reworking their list, after they have drawn all the profits they can from their products.



- 2. It's not going to take away or supplant any income or profits the host would ordinarily realize.
- 3. It augments their profits.
- They don't have to lift a finger or spend a dime. If they do wish to participate, that's even better.



You'll create all the marketing material

 subject totally to their approval, of course.

You can offer to pay all the printing, postage, and other costs – or avail them of the opportunity to joint-venture with you (correspondingly, their profit share should be commensurate with their capital and time commitment).



6. You'll indemnify and hold them harmless – plus you'll unconditionally guarantee every item or service sold.



7. The host company can have all orders and/or services routed through them for verification OR separate tracking monitor at your company



8. Point out that particularly in those situations where the host is far removed or totally tangential to your business, it's purely bonus/incremental/windfall income for them.



Appease any fears that the potential host may have by addressing those fears immediately and confidently.



Most often, the potential "host" won't understand the concept and how it will work for them.



Educate them about yourself, your company, and quantify the potential profits which would result from a relationship.



In deals like this, the parties negotiate the payoff.



If you want to be the host you just reverse the situation.

To determine which businesses to approach, ask yourself these questions:

 Who has my customers right before they come to me or my competitors

2. What do they buy?

What do they do?



Start By Making A List



Structuring The Deal

Know all you can about your potential partner. Ask plenty of questions, like:

- 1. How many customers do you have?
- 2. How are their names maintained?
- 3. How many inquiries do you have?
- 4. Do you make any profit money/surplus currently?



Structuring The Deal (cont'd)

- 5. What is your most profitable business area currently?
- 6. How do you market?
- 7. What would you like to accomplish?
- 8. Who is your competition?
- 9. Who is your prize customer?



A Two Way Valve For Profit Flow

Turnabout Is Fair Play



How to Make Irresistible Offers Prospects Can't Refuse



Using These Offers in Your Ads, Sales Letters, Tradeshow Exhibits, Website, E-mails, Brochures, etc.



No Cash Advertising – Barter



 Create virtually unlimited buying power at will

 Enjoy up to 80 percent cash savings on a surprising number of your business and personal purchases



 Acquire needed items using money you've already spent

 Finance major financial purchases "interest-free" for up to two years, and get the seller to actually discount the purchase more the longer it takes you to pay



 Make "middle man" profits up to 300 percent --- without investing a dime of your own money or committing yourself to any liability.



Mature Business Re-Invigoration Template



Rethinking Inside the Box Double O Matrix



Learning to Become Unbeatable



The 12 Pillars of Strategic Business Growth



1.Continuously identifying and discovering hidden assets and over-looked opportunities in your business



2. Mining cash windfalls each and every month of your business



3. Engineering success into every action you take or decision you make



4. Building your business on multiple profit sources instead of depending on one single revenue generating source



5. Being different, special and advantageous in the eyes of your customers and clients



6. Creating real value for your clients and employees for maximum loyalty and results



7. Gaining the maximum personal leverage from every action, investment, time or energy commitment you ever make



8. Networking, Masterminding, Brain-Storming with like minded, success driven people who share real like experiences and shortcuts with you



9. Turning yourself into an idea generator and recognized innovator within your industry, field or market



10. Turning yourself into an idea generator and a recognized innovator within your industry or market.



11.Reversing the risk for both you and your customers in everything you do (so the downside is almost zero, and the upside potential nearly infinite).



12.Using small, safe tests to eliminate dangerous risks and adopting funnel vision instead of tunnel vision in your thinking.



A Superior-Access Vehicle



The Sales Cycle

Buying Influences



Abraham Sales 101



Building My Back-End



Validation

Testimonials, Endorsement, Measurement, Proof



Research



My Master Marketing Plan



What's It All Worth?

Calculation





