



Take Action Results

Profit! Freedom! Lifestyle!

Raise Your Revenue Generation IQ

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1. Money Mindset
2. AIDA Classic Marketing Mnemonic
3. The Prospect Continuum
4. The Sales Continuum
5. Ideal Customer Profile
6. Unique Sales Proposition and Guarantee (versus Value Proposition)
7. Tactical Marketing Plan
8. Sales Management System



Money Mindset # 1 - 4 Sales Truths!

1. Sales is really just 2 things; Find Someone to Talk to and Talk to Them!
2. You Cannot Control your Results - You Can only Control the Activities that Lead to Results!
3. People hate to be Sold but love to Buy!
4. Sales is a Process and not an Event!



Money Mindset #2

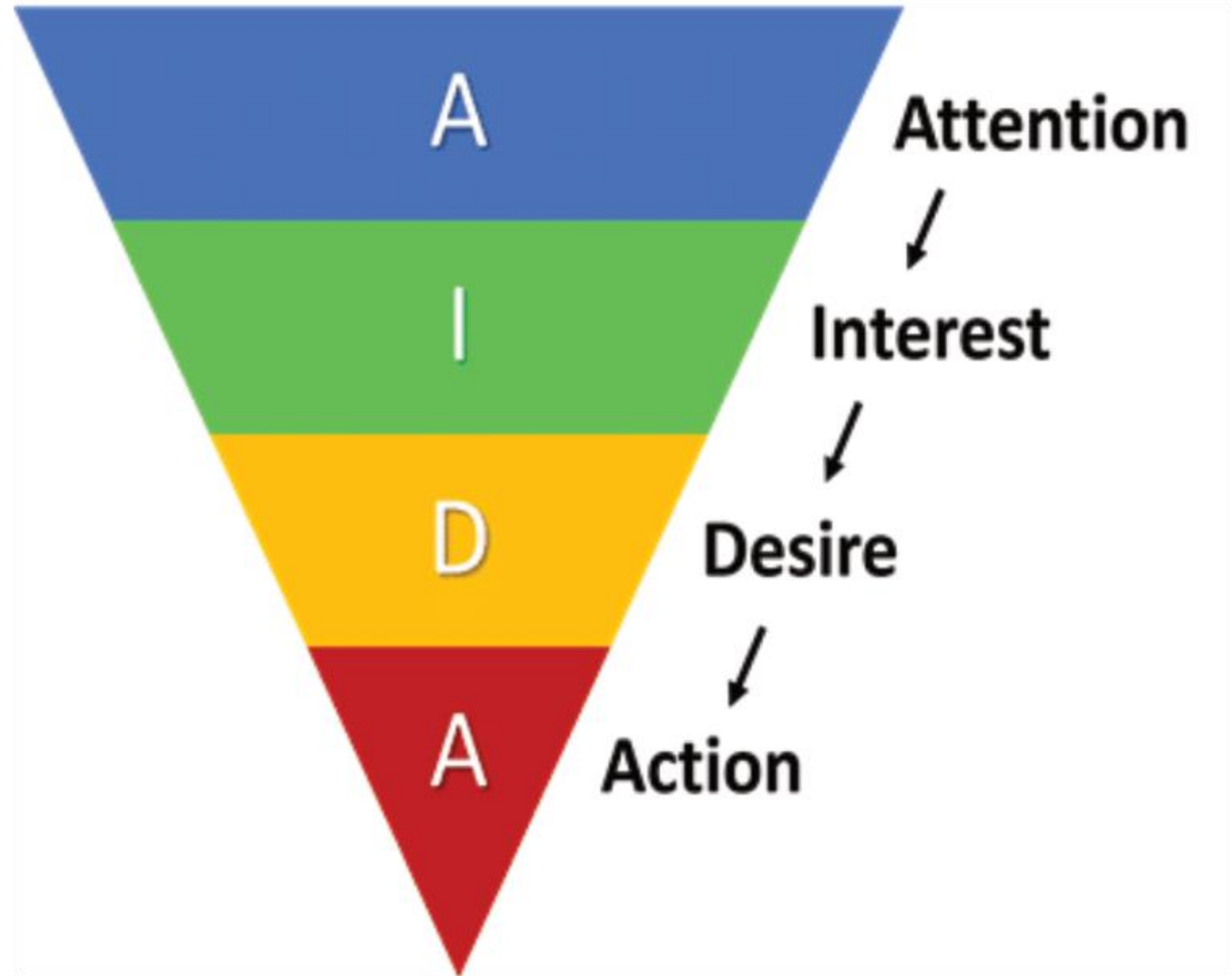
1. The Magic is in the Message
2. The Message must Match the Target Market
3. The Ideal Customer Profile is the Target Market
4. The Media is the Method to the Target Market
5. Make use of Multiple Messages and Media
6. M2A2 – Measure with Math (focus on ROI), Manage the Money, Adjust and Adapt Meticulously
7. Make sure to not Miss out and leave Money behind!
8. Only Outcomes and Results Matter!



4 – P's to Prosperity

1. **Problem**
2. **Pain**
3. **Prescription**
4. **Presentation or Proposal or Product**

AIDA Model



Prospect Continuum

Lead → Suspect → Prospect → Customer



Sales Continuum

Hook → Story → Offer → Close



Connect the Dots!

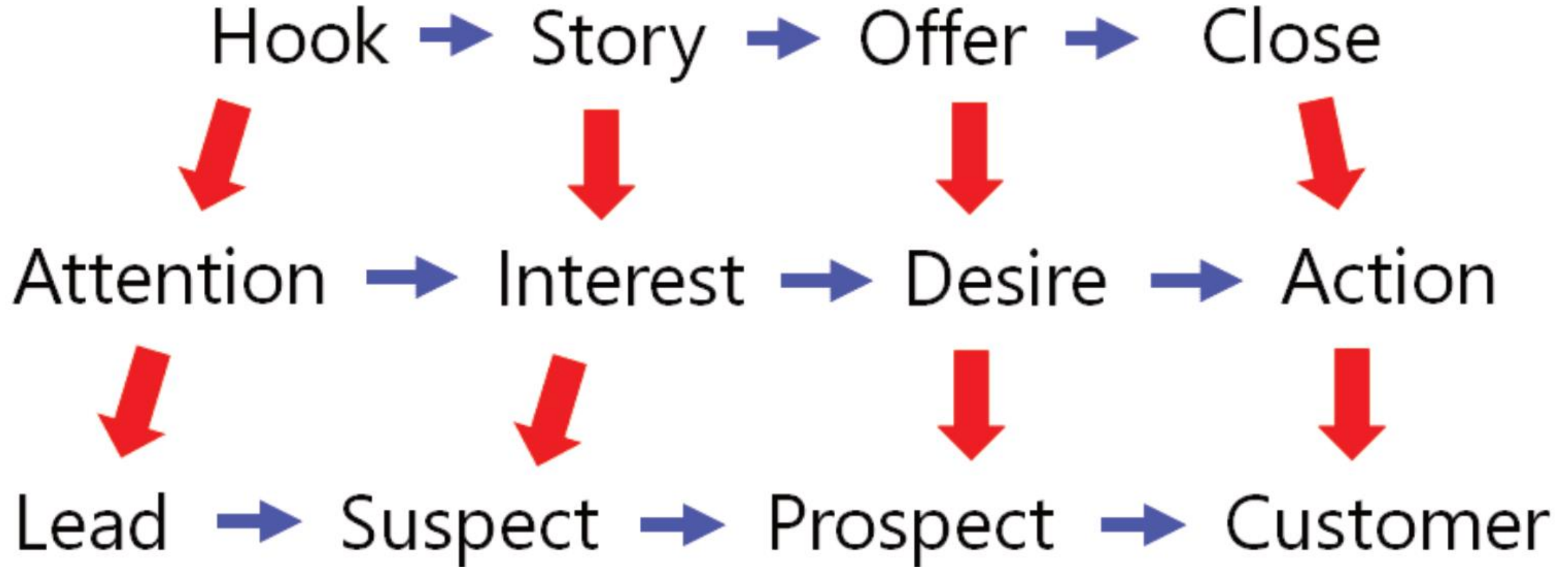
Attention → Interest → Desire → Action

Lead → Suspect → Prospect → Customer

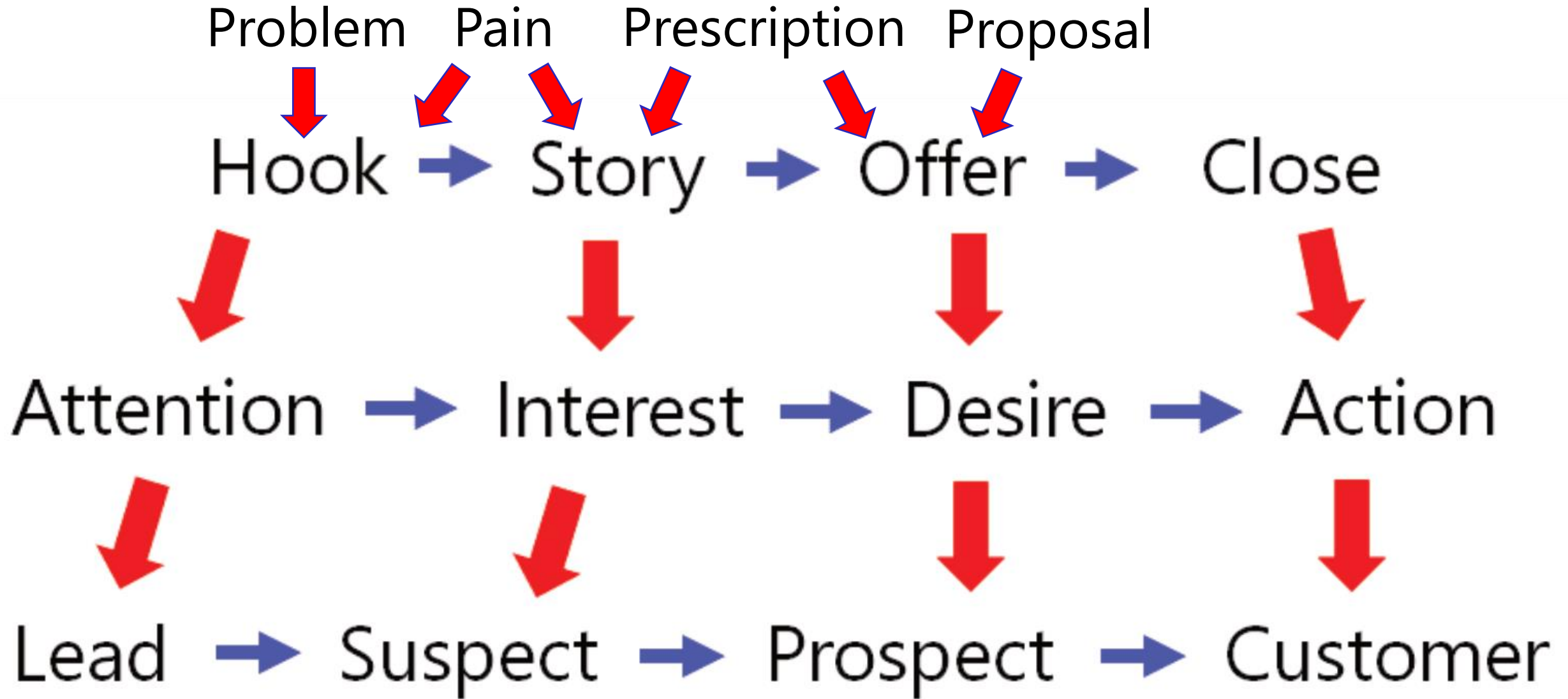
Hook → Story → Offer → Close



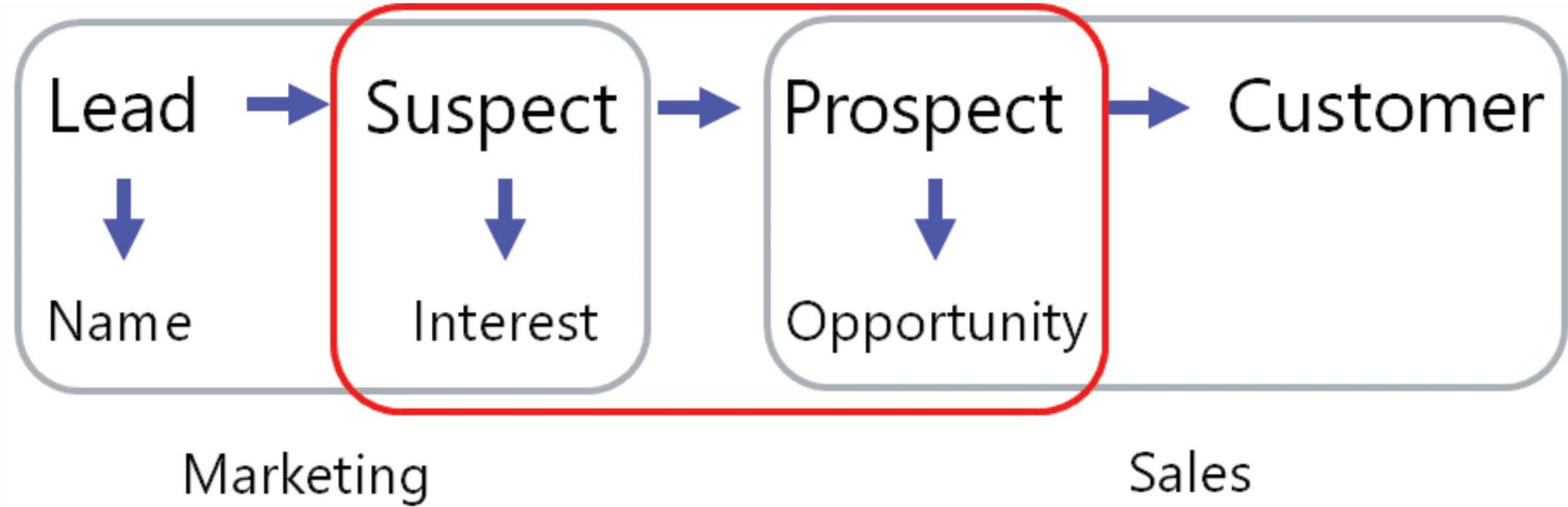
Connect the Dots!



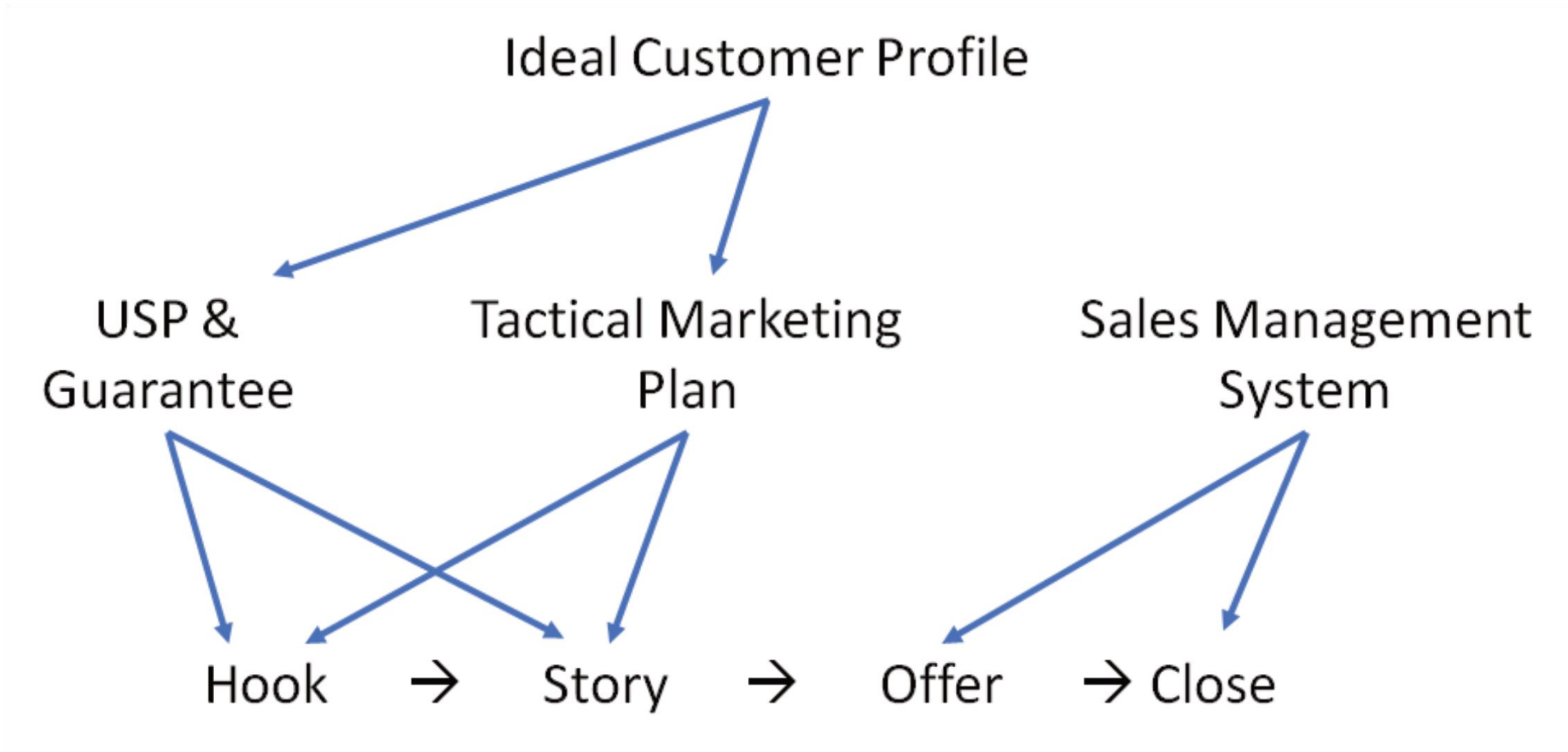
Connect the Dots!



Marketing versus Sales



30000 Foot View of Revenue Generation



Ideal Customer Profile

What is an Ideal Customer Profile? If you sell B2B, It is a description of the company, not the individual buyer or end user, that is a perfect fit for your solution. If you sell B2C, then it is a detailed description of the person that is a perfect fit for what you offer.



Ideal Customer Profile

Why is having an Ideal Customer Profile Important? One of the best definitions of Marketing is attracting your ICP prospects and rejecting all the rest. You cannot afford to be wasting your time, budget and team resources on attracting companies or people that do not fit into your Ideal Customer Profile.



Ideal Customer Profile



Who Is Your Ideal Client?
Developing A Customer Avatar

Unique Sales Proposition and Guarantee

What is a Unique Sales Proposition and Guarantee (USP&G)? It's a persuasive proposition that removes risk and compels your ideal customers to do business with you, instead of your competitors, because you're different than all the rest.



Unique Sales Proposition and Guarantee

Why is the USP&G important? The USP&G is a conversion rate strategy. It will help you identify exactly what makes you different from your competitors and articulate this difference in a compelling and powerful way.



Unique Sales Proposition versus Value Proposition

What is the difference between your Unique Sales Proposition and your Value Proposition? The USP is brand level and the Value Proposition is product or service specific. You can have multiple Value Propositions for each product or service depending on how many decision makers you might need to address in the sales process. If you have multiple offerings, you will have a single USP and many Value Propositions.



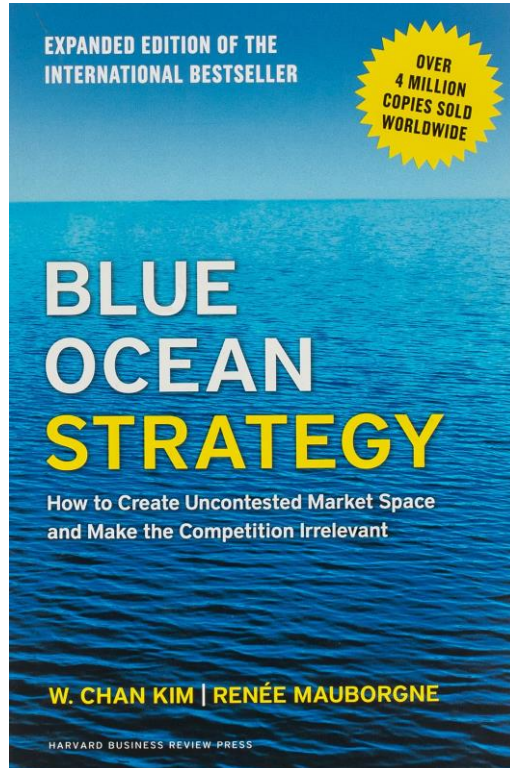
Diffusion of Innovation Theory



Diffusion of Innovation Theory



Diffusion of Innovation Theory



How to innovate your product or service and get back on the left side of the curve!



My USP&G

I am an experienced senior Army Officer and Business Executive with outstanding Planning, Sales and Marketing and Leadership and Team building skills. I help small business owners escape overwhelm, grow their profits and achieve the freedom and lifestyle they dreamed of having when they started their business. Investment presumes there will be a return. Coaching will pay off over the long term - and I guarantee results using what I call a 'Find your Fee' model. Assuming we are a good fit and you keep up with your end of the agreement, my guarantee is that after 4 months of coaching, you will earned my fee over and above what you are earning now or I will continue working with you at no cost until we achieve that milestone or for 4 months, whichever comes first. No ifs, no ands and definitely no buts.



Tactical Marketing Plan

What is a Tactical Marketing Plan? A Tactical Marketing Plan is an aggressive, measurable plan to increase your leads, improve your sales conversion rates, and increase your annual revenue per customer so that your profits increase exponentially.



Tactical Marketing Plan

Why is a Tactical Marketing Plan important? Very simply, a TMP is not just important but critical to every business. Death of a business is defined as having no new leads so unless your business continually creates leads without any cost or effort on your part, you must have a TMP. There are so many different types of marketing strategies and tools that can be implemented so you have to have a plan to focus on the few that best apply to your business.



Tactical Marketing Plan Considerations

1. How many tactics should you include in your TMP?
2. Hunting or Farming?
3. Cost of Tactics?
4. Speed, Control and Autopilot?

Marketing Tactics List	Category	Control	Speed	Inexpensive	Leverage	Quality	Head Trash	Auto-Pilot
Affiliate marketing	Agency	Green	Red	Green	Green	Green	Green	Yellow
Agents/distributors	Agency	Green	Red	Green	Green	Green	Green	Yellow
Buy leads from a lead gen company	Agency	Green	Red	Green	Green	Green	Green	Yellow
Franchisees	Agency	Green	Red	Green	Green	Green	Green	Yellow
Multi-level marketing team	Agency	Green	Red	Green	Green	Green	Green	Yellow
Network marketing team	Agency	Green	Red	Green	Green	Green	Green	Yellow
Party plan selling	Agency	Green	Red	Green	Green	Green	Green	Yellow
Private label rights	Agency	Green	Red	Green	Green	Green	Green	Yellow
Sales representatives	Agency	Green	Red	Green	Green	Green	Green	Yellow
Spying on yourself and others	Brand Message	Green	Green	Green	Green	Green	Green	Green
Benefits list	Brand Message	Green	Yellow	Green	Green	Green	Green	Green
Case studies	Brand Message	Green	Yellow	Green	Green	Green	Green	Green
Company mission, vision, values	Brand Message	Green	Yellow	Green	Green	Green	Green	Green
Company name	Brand Message	Green	Yellow	Green	Green	Green	Green	Green



Tactical Marketing Plan – Some of my Favorites

1. Ask for referrals – create a formal program!
2. Create a rewards program!
3. Invite inactive customers back.
4. Understand why people leave?
5. Create relationships with your prospects and customers, new and old.



Sales Management System

What is a Sales Management System? It's a practical system for building a top-performing sales force by scripting their approach, managing their activity with a CRM software solution (customer relationship management), measuring their performance, and tying their paychecks to results. If we do those four things with any sales team, we'll have a highly productive sales team and we'll see revenue growth.



Sales Management System

Why is a Sales Management System important? In the book *The E-Myth* by Michael Gerber the ideal business model is achieved when Systems run your Business, Your people run your Systems and You lead your People. With this in mind, it is absolutely critical you have a Sales Management System regardless of what or how you sell. The SMS defines your sales process, how you track and manage your sales funnel or pipeline, how you compensate your sales team and more.



Key Considerations in Creating your Sales System

1. Develop Key Performance Indicators for Your Sales Team
2. Tie Your Employees' Performance to their Compensation!
3. Create an Environment Where Your Sales Staff Can Thrive as Individuals.
4. Provide Your Staff the Resources They Need.
5. Hold Sales Staff Accountable for Their Performance.

Sales Truth #4

Salespeople behavior is driven totally by how they are compensated!



Profit Equation

Profit Equation Worksheet

	CURRENT	FUTURE	Change
Leads Generated	1,000	1,100	10%
X			
Conversion Rate %	25	27.5	10%
=			
New Customers	250	303	21%
+			
Retained	2,000	2250	13%
=			
Total Customers	2,250	2553	13%
X			
Revenue/Customer	\$360	396	10%
=			
Revenues	\$810,000	\$1,010,790	25%
X			
Gross Margin %	39	42.9	10%
=			
Gross Profit	\$315,900	\$433,629	37%
-			
Fixed Costs	\$180,000	162,000	-10%
=			
Net Profit	\$135,900	\$271,629	100%

