

HOW TO UNCOVER THE FORTUNE THAT LIES HIDDEN IN YOUR BUSINESS IN 5 SIMPLE STEPS

DISCOVER THE STEPS TO INCREASE YOUR SALES
WITHOUT SPENDING MONEY ON ADVERTISING



STEPHEN GILL

What Others Have To Say...

“The MentureME team took a real interest in helping me with my business. It was so refreshing to see a business advisor who would only collect fees if they actually MADE you more money. No one offers that kind of guarantee. As a small business owner, I needed to know my investment will turn into something. I can quite literally say my business has grown tremendously because of MentureME’s help and connections. I’d definitely recommend any business owner to work with the team at MentureME.”

CEO, Doula Agency

"My company is pleased and impressed with both the methodology and personal care we got from MentureME Inc. They enabled us to define and optimize our business processes to align with our company goals and position us for future growth with comprehensive analysis and recommendation. I highly recommend MentureME Inc as a trusted partner."

CEO, Lead Generation Company

“MentureME & Associates are excellent sales improvement advisors as their advice is practical, easy to implement and innovative. The system for sales growth is unique and comprehensive, ensuring you get the results you are after. Their team will do anything to support your growth and I highly recommend you speak with MentureME & Associates to see for yourself what they can do for your business.”

Founder, Marriage Transformation Agency

“My biggest breakthrough in working with MentureME was getting clarity on my competitive advantage. I would recommend MentureME to other business owners because they take away the vague answers to marketing your business with amazing support so you can focus on what works best for your business.”

CEO, Digital Marketing Agency

“My business was doing well. I had prospects, clients, and sales. But I felt I could be more. And I knew that if I really wanted to excel, I would need a coach. Menture Me gave me the structure and accountability to work on my business and not just in my business. I have a clearer vision now and a better ability to communicate my value to my target market. I would recommend MentureME to any business that wants to bring themselves to a higher level.”

Financial Services Company

“Working with MentureME has greatly improved my marketing plan and my ability to reach the clients I want to reach. MentureME has helped me to see the value of each of my clients, how to leverage my clients to build my practice and how to target the right market for my ideal clients. I would recommend Menture me to other business owners who are looking to market to the right people, and who are ready to take their business to the next level”

CEO, Accounting Firm

“MentureME & Associates continues to be an essential mentor and advisor for my business growth. Their wealth of business and marketing knowledge paired with tried and true resources have helped my company. In the past year of working together, I have been able to develop my company to differentiate it from the crowd, raise my prices and learn more about what I enjoy most. I would recommend MentureME to other companies because their thorough advice and resource-sharing will get your business where you want it along with the financial growth to show for it!”

CEO, Social Media Agency

“I would recommend MentureME to any small business owner who needs the proper direction if they want their business to grow. MentureME & Associates was able to setup a clear path to take my business from where it is to where I want it to be. Now I’m on the right path to double or triple my income this year alone and then continue this momentum for years to come.”

Health and Fitness Studio Owner

“The MentureME team is confident, knowledgeable and positive. My biggest breakthrough to help me grow my business was when they helped me narrow down my target group and figured out how to attract my ideal clients. I would recommend other business owners to MentureME”

Founder, Event Planning Company

“I would recommend other business owners to MentureME as they will understand your needs and their advice will save you a lot of time, money and frustration. They know what to do help you grow”

Tutoring Company

Preface

Dear Reader,

Why do some small businesses become successful and others inevitably fail?

This question can be answered in two parts, first the reason some companies succeed varies, but the reason the others fail I have found are caused by one or all of these variables -

1. Inadequate market research to changing market needs
2. Lack of a compelling U.S.P
3. Weak marketing communication
4. Insufficient cash flow to sustain growth
5. Poor strategic leadership and support

Why is that despite all the advancements we have been able to achieve as the human race, including the vast amount of information available to us, we still have such an alarming rate of failure of small businesses to the tune of approximately 80% within their first 10 years?

This statistic has troubled me for a very long time and I have looked for answers to these questions throughout my time as an entrepreneur.

The solution I have found that would address the first four reasons so many small business fail is - **MARKETING**. Not the type of marketing done by big budget advertisers with a team of MBA graduates, but marketing that is simple to understand – have something good to say, say it well and say it often.

In these pages, I am going to share with you *How to Uncover the Fortune That Lies Hidden in Your Business in 5 Simple Steps* without spending **more** money on advertising.

An easy to follow step-by-step system that has been implemented and tested for over 25 years by such companies as IBM, Dell and utilized by over 2000 professional consultants around the world for very profitable results.

Simply put. It works!

By just following this systematic marketing approach, you can continuously invent new ways to create, communicate, and deliver value to your target market that is highly profitable to you. If this is what you want, let us work together to make it happen in your business.

"You can either take action, or you can hang back and hope for a miracle."

~ **Peter Drucker**

To Your Success,

Stephen Gill

How To Uncover The Fortune That Lies Hidden In Your Business In 5 Simple Steps

*Discover The Steps To Increase Your Sales Without Spending Money On
Advertising ...GUARANTEED.*

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Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual and situations and elements beyond your control.

As with any business endeavour, you assume all risks related to your investment of money based on your own discretion and at your own potential expense.

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Introduction

A Personal Message from Stephen Gill

Dear Business Owner,

Are you looking for more ways to increase sales and gain a competitive edge without spending more on advertising?

Don't worry - you are not alone.

Too many microenterprises today offer great products and services but have a difficult time effectively communicating their great value to their prospects and customers in a compelling way.

I help companies address these challenges as I look at marketing differently.

In fact, I feel I have redefined it to focus on – having something good to say, saying it well and saying it often – in an easy to follow system that anyone can implement.

I'm passionate about helping companies find their unique competitive advantage, establish and communicate their brand and effectively persuade the marketplace in general and consumers in particular to pay attention.

I believe you already have hidden marketing assets available to grow your business - 25% to 100% or more - that can be leveraged and optimized to help you make more money without spending any more money on traditional advertising.

Would that be of interest to you?

If it is then read on to discover the untapped profits hidden within your company.

To your success,

Stephen Gill

Discover How To Uncover The Fortune That Lies Hidden In Your Business In 5 Simple Steps

Gail: Hello Everyone, I'm Gail Austin. Today Stephen Gill and I will be doing a call discussing how small business owners can easily increase sales without spending more money on advertising in just five simple steps! Welcome, Stephen.

Stephen: Hi Gail, Thank you for having me. This is all very exciting!

Gail: I'm excited too! I have had my own business for the last five years and I'm always looking for effective ways to increase my sales and profitability. I cannot wait to hear how easy it could be to grow my business without spending any additional money on advertising – is that really possible?

Stephen: Absolutely! It all begins with helping you get into a marketing and sales mindset where you can optimize and leverage hidden marketing assets -- assets that are already sitting within your business.

For example, you or any other business owner or entrepreneur who has been in business for at least three years would have accumulated some owner expertise, past or current customers, and current marketing and sales processes which are only three of the sixteen hidden marketing assets that can be optimized in companies that have been around like yours.

Many of these hidden marketing assets are currently available for optimization and leveraging to improve your sales and profitability without spending additional money on advertising.

Unfortunately, most business owners focus on always trying to gain new customers and often times overlook the more common sense ways to increase sales and profits. Instead, focusing on how to uncover and leverage the assets that you already have in your business will lead to an explosion of sales and profits, immediate cash flow, and steady streams of income.

Gail: Wow! That's powerful. In my situation I always focus on attracting more new customers and so I'm interested to learn other ways to grow my business with the hidden marketing assets I currently have. So, can you delve a little deeper into your five step process to increase sales without spending more money on advertising?

Step 1 – Target Profitable Customers

Stephen: Yes, let's get started. The first step is to target profitable customers. The more closely you can define and pinpoint your target market, the more success you're likely to enjoy. Many small business owners make the mistake of trying to be "all things to all people". You're better off choosing the markets you want to target and then focus exclusively on serving these segments better than anyone else.

In seeking a niche in which to focus your marketing effort, select a target group with an already established "want" for what you offer. Success is much faster and more of a sure thing wherever there's the likelihood of a strong desire for the benefits and advantages your product or service offers.

Gail I can see the importance of selecting a single target market but how can you identify if there is a strong desire?

Stephen You are not trying to identify or create a desire for your product but you need to find where that desire and demand already exist, and then offer your superior solution in the most advantageous and an appealing way.

You'll achieve greater success by concentrating on specific market niches that are currently under-served or not served at all. In these markets, your products and services are wanted, appreciated and placed in high esteem. You're often seen as a "hero" for providing much-wanted, helpful solutions.

Gail I love that concept of being seen as a "hero" in the eyes of my target audience. So when trying to determine what target niche to focus on, what are some key points to look for?

Stephen There is 6 key points to remember when seeking target niches. You should look for markets that:

1. Share common problems and have similar "wants" so that you can, in effect, package solutions that serve many, rather than customizing solutions to individual, specific requirements.

2. You know and understand, or those you can gather relevant information about, that will help you to understand the best marketing appeals to use

3. You can reach easily and affordably.

4. Can easily pay for your products or services

5. Are easily identifiable as those who are under-served by others in the market

6. Show a past history of buying related products or services in the recent past, where the dollar volume of each purchase is close to or more than the cost of your product.

Using these key points will help you determine the most lucrative and productive target markets in which to concentrate your business on.

Can you see how you will be able to increase your sales by targeting profitable customers?

Gail: Yes absolutely. I see why it's so important to target profitable customers. Can you share what the next step is?

Step 2 – Crafting a USP for More Sales

Stephen: The second step is so important and critical to the success of your business, it's crafting your USP.

Gail: What is a USP?

Stephen: Your USP (unique selling proposition or unique selling point) is the unique position that your company has in the mind of your potential customer. How you are positioned in their mind determines whether or not they will choose to conduct business with you.

A USP must be a true reflection of what your customers experience with your company. It cannot be all image and no substance. If the USP does not match the customer's experience, they will not return to do business with you.

Gail: Can you give me an example?

Stephen: Sure. For example, how would you feel if you went in to Wal-Mart one day and found their prices to be equal to that of Holt Renfrew, Banana Republic or Tristan? Conversely, how would you feel if you walked into the Nordstroms shoe department and received the service and quality that you would normally find at Wal-Mart?

Those stores have different Unique Selling Propositions or USPs. Wal-Mart promotes itself as a price leader, Nordstroms – quality and service. Yet, both of these organizations make money and satisfy a particular market demand. Each has its own unique selling proposition and attracts customers accordingly.

Gail: I understand. That makes sense. How can a business owner like me quickly determine what their USP would be?

Stephen: A business owner like yourself can quickly determine what their USP is by being able to successfully answer these two questions:

1. Why do people buy from you?
2. If they aren't buying from you now, why should they?

Gail: So, if I can answer those two questions, I would be creating a list of my competitive advantages?

Stephen: Yes! Every business today must have some kind of sustainable competitive advantage. This is what sets it apart from the competition or makes it unique. In today's highly competitive marketplace, however, it is often difficult to really determine what is unique about a particular product or service.

Many times there is nothing unique about it. In that case, your business must establish a Unique Selling Proposition that the competition does not offer, one that creates extra value or gives people additional reasons to buy your product or service.

Gail: This is powerful information! What are some different ways you can create a USP?

Stephen: Your Company's Unique Selling Proposition can take form in four different ways. It can:

1. Be the price leader – This means that out of all the competitors in the market, your company has the lowest price. This is a great advantage if it can be created and maintained. However, it is often difficult to consistently be the price leader. Many companies make the mistake of trying to be the price leader by always cutting their prices. This has caused many companies to go out of business. If you can compete as the price leader, great! If not, you shouldn't play that game.

2. Differentiation – This means that your company can create an advantage by doing something more or better or different than the competition. It could be in the form of longer hours, a better guarantee, higher quality, more selection, better service, etc.

3. Focus on a certain niche – This means that if your company can zero in on only one small segment of the market and then become the price leader or is different in some other way, but only to that small segment of the market.

4. Extra Value Proposition – Your company provides more value – more quality, more service --than your competitors.

No matter which way you go to create your competitive advantage, it is crucial that every company have a distinct and very defined Unique Selling Proposition. It is your job, as the business owner, to create your USP, document it, and then firmly embed it in the minds of your employees and customers. This is so crucial to the long term success of any business.

Without an effective Unique Selling Proposition, people will never know why they should come to your business. In the absence of any other perceived value, the buying decision on the part of the consumer will always be price. This is great if you are and want to be the price leader, but if not, you will soon be out of business unless you can create the differentiation in some other way.

Gail: Now I can see why creating a USP is so important. Can you share some other characteristics of an effective unique selling proposition?

Stephen: Yes, definitely. There are seven important characteristics of effective Unique Selling Propositions. These include:

1. Ability to articulate the proposition in ninety (90) words or less and answer the question: Why should people do business with you and not your competitors?
2. Quantify the benefit as much as possible.
3. Be specific in the areas of quality, service, selection, guarantee, etc.
4. Fill a void the competition is not filling.
5. The USP must matter to prospects and customers.
6. The USP evolves – based on what the competition does.
7. You must be able to execute the proposition.

Gail: All of these characteristics are so important and I would love to know some of the other companies who have successfully used USPs?

Stephen: There are many companies that use USPs effectively. Domino's Pizza did a terrific job in identifying a void in the pizza industry and filling it. Their USP became "If we don't deliver your pizza within 30-minutes or less, it's

free.” That literally was communicated in all advertising whenever you read an ad or saw an ad on TV.

It was clear to all people that Domino’s had the fastest delivery and they guaranteed that if it didn’t happen, your pizza would be free. This is what they needed in the beginning to really get things moving — and it worked! Soon, however, Pizza Hut matched the USP reminding us that an USP is not always a permanent position.

Another good example is Lens Crafters. Lens Crafters determined a void in the industry. They knew people wanted their contacts and eyeglasses in a short period of time. They invited people to come into Lens Crafters located in the mall and have their prescription contacts or eyeglasses ready in about an hour. Their message is communicated over and over in all advertising, all radio spots, and newspaper advertising. People get a clear message. They can go to Lens Crafters and have their prescriptions filled and their eyeglasses or contacts ready in about an hour.

You want similar success with your business. Find out what voids are not being filled by competitors in the industry and fill those voids.

Gail: Those are all great success stories. You have shared some other companies’ USPs, would you be able to share what your USP is for your company?

Stephen: Yes, definitely. My USP is “We implement marketing systems to increase sales by 25%-100% or more in 60 to 90 days without spending any additional money on advertising...GUARANTEED.”

Gail Wow, that’s a powerful USP. It fits the characteristics of an effective USP. Your USP answers the question: Why should people do business with you and not your competitors. It’s specific and your USP definitely matters to business owners since it does fill a void that your competition is not filling.

Stephen Yes it does. My USP is specific in the areas of quality, service and does state our guarantee. My USP is what I promise my clients and as a team we always strive to deliver a world class experience with every client.

Gail That’s so great to hear about the promise you give your clients because I know so many business owners that would greatly benefit from your services. Now that I understand what your USP is, how can you help any new or existing business define who they are or who they can be?

Stephen: It is important to add here that a new USP will not only determine who you are or have been, but it can also be the catalyst for you to determine who you want to be in your industry.

This is the time to find out what you can do differently. What can you do that your competition can't? What do your customers want, but may not even know they want it? By finding out what you CAN BE in your industry and then letting everybody know that you are able to perform is what determines your Unique Selling Proposition.

Your Unique Selling Proposition should fill an obvious void in the industry. Look at the competition and see what they are offering. Next, ask yourself these questions: "What can I offer that they do not? What can I do right now that fills a void or offers the consumer something that no one else in the industry or area offers?"

Gail: I can see why creating a USP is so critical for any business to become successful. What are some common mistakes you see business owner's make when trying to create a USP?

Stephen: Most business owner's first tendency in describing their company's Unique Selling Proposition may be to say something like "We have the best service" or "We have the best quality" or "We have the best employees" or "the best price" and leave it at that. The problem with that is everyone says all of those things all of the time – It's not different, it's not unique. It might be true, but consumers hear this from companies constantly. Communicated like that, it's not a strong USP.

Gail: So what else makes a USP strong?

Stephen: The USP needs to be specific. If you definitely have the best service, what is it that makes it the best? If you have the best quality, tell them why! If you have the best employees or the best price, exactly what about these assets makes them the best? You must be specific.

You need to remember that in business, you cannot be all things to all people. This misjudgment can defeat your purpose. Those who actually succumb to such thinking get so deluded and distracted that their revenues never increase. They fail to focus resulting in customers never getting a clear idea of company objectives. Try not to make this mistake. Do everything that you can as a business owner to help determine accurately what the Unique Selling Proposition truly is for your company.

Gail: I now understand why it so important to have a specific target market and a specific USP that appeals to your customers and potential customers. Is there any other advice you would give a business owner once they have finalized their USP?

Stephen: Once a business owner has determined their USP for their business, it is so important to make certain that they can deliver and follow through with the USP that they promised. A business owner should never determine a USP and begin advertising or marketing it if they cannot do what they are promising their customers.

If you choose a USP and are unable to perform it, the business will suffer and you will lose credibility. Once you have determined the USP, make certain it is something everyone in your business can follow through with and stand behind.

Once you have a powerful USP and you can deliver on what you promise to every customer, the next step is to integrate your USP into all of your marketing efforts.

Having a powerful USP enhances your ability to attract more prospective customers, to convert more of those prospective customers into profitable customers, and to increase the dollar value of each new customer because your USP makes you the obvious choice amongst your competitors.

Can you see how crafting a powerful unique selling proposition will lead to continued growth and higher profitability?

Step 3 - Integration of USP for More Sales

Gail: Yes, I can clearly see how a USP will lead to higher profitability. Would you be able to tell me exactly how having a strong USP would help with attracting more customers, have them spend more money every time, and purchase your products and services more often?

Stephen: Absolutely. I'll begin with attracting more customers. Now that the business owner has identified the compelling reason why they are the obvious choice in the marketplace (their USP), the next step is to optimize all of their current marketing efforts with the USP.

By leveraging their existing marketing assets currently available to them with their USP, business owners stand to acquire a higher amount of interested prospects from their same marketing assets. This is a more

effective strategy than focusing on the acquisition of new prospects from additional marketing initiatives.

Gail: So if I understand you correctly, what you are saying is that a strong USP will attract more prospects – prospects that are already seeing your ads -- to contact you?

Stephen: That's correct!

Gail: In this way you can get more results from the same marketing efforts without spending more money!

Stephen: Yes! The most important thing is to identify all of your current marketing efforts: business cards, flyers, newspaper ads, websites, etc. and improve each and every one of them with your USP. Your USP should be everywhere that your prospects can see because it's your message to them as to why they should do business with you instead of with your competition.

Gail: In other words, a well defined and targeted USP placed in all of your marketing will, by its very nature, attract many more prospects.

Stephen: Correct. It gives your prospects a compelling reason to call you. It invokes curiosity to see if you really can fulfill your USP. Are you really the cheapest? Fastest? Most professional? The most friendly? Can you really complete the job overnight? These new prospects are willing to challenge your USP and in doing so you get the chance at gaining new business!

Gail: A strong USP integrated into your current marketing strategy can really make your company stand out in the marketplace, attract new prospects, and help to convert them into new business!

Stephen: Yes, this is a proven strategy. It is amazing that in working with business owners, very few owners actually watch and track carefully the closing rate or conversion rate of all their prospects being generated and, eventually, becoming customers. This closing rate is found in every type of business, regardless of industry, and yields important information.

Even professional service organizations such as dentist, lawyers, and accountants have a conversion or closing rate. Those professionals will be marketing in a certain manner and from that, generating prospects. Business owners need to know who their prospects are and how many are becoming actual customers.

But even these businesses will often overlook the powerful and tremendous leverage available just by concentrating on increasing the conversion rate through a variety of simple means.

Your conversion rate is so important and the effort to improve it is vital because of the tremendous profitability a modest increase can bring to your business and how quickly it can be realized!

Gail: Could you now explain how improving your conversion rate can help with turning the new prospects into paying customers?

Stephen: Again, it is all about optimizing what you are already doing in your marketing strategy. Converting prospects to customers is about effective selling. Selling is a critical component of marketing. Good sales training can create tremendous increases in both revenues and profitability. Sales training is not just for official "salespeople". Everyone who encounters your customer is a salesperson for your organization.

Everyone in your business that has any contact with the public in person, by phone, or email, or through social media, everyone needs to make sure that they pay close attention to incoming prospects and the resulting conversion process to customers. All people working in your business need to know about and understand how to communicate your message. This communication can make or break a sale or future business.

Your business, whether it is wholesale or retail, service or product oriented, has some type of ongoing effort to generate revenue. If you pay close attention to your conversion rate, your business or profession can realize significant revenue and profit increases.

Gail: So, all business owners should undergo sales training to improve their business?

Stephen: That comes with the territory if you want to sell your products or services and generate significant profits. But, this isn't formalized sales training – it is understanding how to qualify your prospects based on whether your USP can serve them. You need to learn to present your product or service in such a way that you are the obvious choice and then close the deal.

You must look, calculate, and figure out exactly what your conversion process is within your company. This is critical and easy to do. Know what your conversion rate is before you launch a new message, a new offer, or a new way of contacting your prospects. Then track what your conversion rate is after new marketing strategies have been used. In this way you can measure a change in the conversion rate to see if the new strategies are working or if you need to make a change.

Start by making certain that your USP is clearly communicated in all your messages and that everyone connected with your company has been trained on how and what to communicate to clients and potential clients.

Gail: If you track and monitor your process of converting prospects to customers, you will be able to find areas where incremental improvements could be made to improve profitability. Is that correct?

Stephen: Exactly.

Gail: What about the last part of how your USP can help increase the dollar value of your customers?

Stephen: So far, we have covered two pieces of information or data that you, as the business owner and manager, must know about your current marketing efforts and the effect the integration of the USP has on profitability:

1. The number of prospects generated by your advertising/marketing.
2. The conversion rate of prospects to customers.

The final piece of information is to calculate the average ticket price or average purchase amount of each customer in your business. The business owner should eventually track this data over a year's time focusing not only on transaction amount, but also on the frequency of transaction.

One way to improve the average ticket price or average purchase amount of each customer is by upselling. We all have been in situations where we have been on the receiving end of a tremendous upselling effort. Car dealerships are perfect examples of this. All of us have purchased a car where after the initial purchase, we are directed to an area in the dealership where we are sold insurance, paint protection, warranties, and other financial products. This is why car dealerships can sell a vehicle at or below invoice and still make money. They are very well trained at upselling!

Another example is at McDonalds when they ask if you would like to supersize your order.

Gail: Yes, I have experienced both of these selling tactics. At McDonalds the cashier does this every time.

Stephen: Exactly! Workers have been trained to upsell because McDonalds knows that a certain percentage of customers will supersize their order just because you asked. They have upselling down to a science.

Business owners must recognize that they have already paid to bring that customer into their business or contacted them to make a purchase. There is no additional cost to recommend another product or service while the customer is there with their wallet already open.

Any business or profession, including yours, can upsell. As long as the add-on is of legitimate value, with definite appeal, and high perceived value, and as long as the offer is alluring, you can apply the add-on/upsell technique.

Gail: What about improving the frequency of purchase?

Stephen: I'm glad you asked this because I particularly enjoy this aspect of upselling. It allows you to "lock" a customer into a commitment to come back and do business with you.

Another name for this is 'continuity programs'. There are many examples of these around that you would be familiar with, such as any type of insurance, cell phone bills, checking bank accounts, etc. Take for example monthly insurance premiums that you pay for just in case you happen to need it; and if you don't end up needing it, you have paid for it anyhow.

A continuity program satisfies the upsell aspect of having the customer pay frequently. It also provides the company with a bit of assurance that even if they failed to generate any new business in that month, at least the customers in their continuity program from the previous months will still make payments. Continuity programs are a powerful addition to any small business.

Can you see that by integrating the USP into all your current marketing assets to gain exponential returns can increase the growth of your business by 25% - 100% or more?

Gail: Yes absolutely! So far we have covered the first three steps and have uncovered some great insights into hidden marketing assets that can improve the profitability in any business. Could you share the benefits of Database Marketing to improve profitability?

Step 4 - Database Marketing For More Sales

Stephen: Certainly! Too often the most overlooked marketing asset of a company is the existing customer base. This base consists of former, current, and prospective customers. As a matter of fact, most businesses don't even have a segmented list of their past, current, and prospective customers!

Gail: Why is this so important?

Stephen: Because having such list segments provides a company with the opportunity to reach out to potential sales at any time by automatically and continuously communicating with the people on their lists. This way a business owner can educate and motivate prospects to take action because of their USP.

Gail: So, again, business owners and managers should be delivering their USP to each segment of their list?

Stephen: Yes. Their USP is the reason why clients are doing business with your company and will do business with your company. It's the deal closer, even though they may need to market in ways that generate some profits quickly and easily. Some business owners actually go about using tactics that can actually hurt their business like using those daily deal websites.

These companies have huge lists of prospective customers and by sending out an email for free to their list they can generate a flood of customers for a business. Unfortunately, for the opportunity to gain that flood of new customers, the business owner must offer deep discounts, often resulting in an increase in expenses to meet the demand and yet still end up giving the daily deal company a hefty commission on each sale.

Gail: You are saying that daily deal sites could be a good thing as well as a bad thing for the business owner?

Stephen: Absolutely, because the business owner is back to playing the lowest price game. It's the anti-USP strategy. The business owner is not only getting new customers, but they are also failing to understand the importance of keeping those customers for life so that the one-time deep discount is worthwhile. If companies fail to do this, they will lose customers and profit margins faster than they can find them.

Gail: What is the solution?

Stephen: The best solution as I mentioned is for the business owner to build their own database of past, current, and prospective customers for their business to survive and flourish. Using the daily deal route can be one way to capture the contact information of those buyers to get the ball rolling.

One way that you can assure a solid business is by marketing to your existing customer base on an ongoing basis. It's actually six times easier to sell to a current customer than it is to sell to a new customer.

The first step in doing this is to make sure that your company is accumulating a useable record of your customer base. If you do not already have this set up, you must create it. This can be done by reviewing old invoices, work orders, sales tickets, receipts, or anything else that contains customer information and then entering this information into a database.

I would recommend that you do more than just the basic information and work towards capturing as much information as you can. Try to learn the dates of anniversaries, birthdays, and special occasions. Know how many children there are in a family. Learn what their house is like and what kind of things they like in it. What are their hobbies? Their kids' hobbies? Know what the mom likes and what the dad likes.

Over time you will come to know your customers on a much more personal basis. When they know that you know them and that you want them as a customer, their attitude will begin to change and they will develop a loyalty to you and your business.

Gail: So, you recommend knowing that much information about your existing customers?

Stephen: Yes I do and here's why. In today's market it's more about customer loyalty than customer acquisition.

Gail: Could you explain this a bit more?

Stephen: Sure. Today consumers are exposed to between three and four thousand marketing messages every day. That's a lot of temptation away from your business. Without some amount of loyalty derived from having a strong relationship with your customer base, a company could be left with little choice except to keep marketing to acquire new customers to sell to and that is six times harder to do as I mentioned.

Gail: I see your point. Could you touch on past customers?

Stephen: Past customers are another high yield list segment because they have already done business with you before. They were converted from prospective customer to paying customer. So, it can be done again much easier than converting a new prospective customer.

Gail: And how would you do this?

Stephen: You need to implement a marketing program to reactivate past customers. It is likely that your list of past customers has become so because you, the

business owner, did not continue to show that you care about them and their patronage of your business. Your former customers have simply started going to another competitor because your business was no longer in the forefront of their mind.

Another statistically strong possibility is that the customer had a bad experience with your company, most likely something that you can fix. You need to communicate this to the customer and encourage them to return. Your first step is to implement a system of marketing to recapture and bring back these past customers. Your tools again, are simple - the phone or a combination of phone, mail, and e-mail.

Gail: Stephen, I'm sure you can go much deeper into each of the steps that you have explained so far, but could you briefly touch on database marketing for prospective customers?

Stephen: Yes, I most certainly can. It's exciting to me to find all these areas where some improvements can lead to such significant growth in profitability.

Now, for using database marketing for prospective customers I like to reference a study that was conducted by the Inquiry Handling Service. The Inquiry Handling Service is one of the largest lead conversion companies. They manage the inquiries that come in from magazines, trade shows, etc. and what they found after handling millions of leads over multiple industries is that fifty percent (50%) of the people who inquired about a product or service do eventually make a purchase within eighteen months.

So, what business owners hearing this should know is that eventually half of the prospects who contact your business, after being exposed to your marketing, will eventually buy from you, but they don't always do so immediately.

Gail: Fifty percent! Half of them will eventually buy after their initial inquiry?

Stephen: That's correct. Those leads are going to either buy or not buy there and then. But what most business owners never give attention to is whether they are going to buy later. By having a system to capture leads after offering something they would be interested in, a business owner is now positioned to build trust with that prospect by delivering education on what they are interested in buying – tips, tricks, alternative uses, benefits, advantages, special offers, etc. – along with their USP until that prospect is motivated and ready to buy within that eighteen months.

The other statistic to remember is that only around fifteen percent of the leads you get are going to buy within the first ninety days and the

remaining eighty-five percent take longer than ninety days to finally move off the fence and make a purchase.

So you must think of having a database of prospective customers that you continuously market to using technology; think of it like a “prospect farm” where you nurture them all automatically until they are ripe and ready to buy from you.

Gail: I like that mental picture and I’m sure there are very specific ways of carrying that out.

Stephen: Yes there is. Can you see how implementing database marketing can provide you with an easily accessible “prospect farm” being nurtured to exponentially increase your sales?

Gail: Certainly. It’s very powerful and exciting thinking of all that untapped profit I have been leaving on the table for all these years. Now, I want to give you the opportunity to wrap up with the fifth step of marketing alliances.

Step 5 – Strategic Marketing Alliances

Stephen: Having marketing alliances to increase profitability is exciting as well because it’s like having success partners. As I previously discussed, the Core Sales Numbers for building any business are:

1. The number of prospects generated by your advertising/marketing.
2. The conversion rate of prospects to customers.
3. The average value of each customer over a given period of time.

Strategic Marketing Alliances allow you to augment your Core Sales Numbers by sidestepping the traditional flow of finding the prospect, selling the prospect (turning the prospect into a customer), and then upselling the customer for greater profit.

By creating alliances with your customers and with businesses that compliment yours; you can tap into **their customer bases** that contain people who are ready to become your customer simply because of your association with someone or a business that they already trust. It’s the trust that dramatically improves your conversion rate.

Gail: So, in essence, what you are saying is that you can successfully utilize the trust that another company has earned as a shortcut to turning prospects into customers?

Stephen: Exactly. Developing strong strategic alliances will not only build your business over the short run, but can also set you up for long term success

which can't be obtained any other way. Actually, if you analyze any successful large company, you will see that a good percent of its history and growth is paved with carefully structured strategic alliances.

The computer industry is the prime example of this principle. Strategic alliances between software and hardware companies have launched some small companies into industry leaders simply because they tied their product to another company's complimentary product.

Gail: Is this what Microsoft did with the computer manufacturers?

Stephen: That is correct. Licensing of their intellectual property was like the licensing of their USP to form a strategic alliance and gain distribution of that USP.

Gail: So, would you say having marketing alliances today to distribute your USP are a 'nice to have' or a 'must have' for small business owners?

Stephen: It is a must have simply because it addresses the number one reason people do business with one company over another - **TRUST**. They trust that if they give their money to a particular business or professional, they will get a good return on value (USP) for their hard-earned dollar.

For over 40 years advertising companies have known this and will spend most of their sales energy convincing new and growing businesses on establishing trust through regular advertising. But that course of "trust" building can be lengthy, expensive, and highly profitable to the advertising company.

As a society today we have been advertised to death and we tend to doubt what we hear and see when it comes to us in the form of "advertising". That is why having another company or customer give their "stamp" of approval can really help in earning more prospects and customers quickly.

Strategic marketing alliances will help your prospects overcome the trust issue because they understand that few people or businesses would put their reputation on the line to endorse a business that wasn't trustworthy of delivered something unique.

Gail: So, strategic alliances can help you earn trust easier. Is there any other benefit to forming strategic alliances?

Stephen: Yes, there are two more benefits to be gained. First, strategic alliances can help establish your business in your community. No business exists in a vacuum. By promoting your business side-by-side with well established

and trusted businesses and individuals, you give the impression that you have put down roots and that you are in the community to stay.

When you can establish yourself among other businesses and trusted individuals, you are no longer viewed as someone out to get people's money. You become "**one of us.**"

The last benefit is that forming strategic alliances is very cost effective. Currently the cost of acquiring a customer or a prospect is enormous. And remember that the primary goal of all marketing is to generate more prospects which translate into more customers.

Most businesses are spending their marketing dollars to reach one hundred percent of an audience, when in fact they are only going to get business from a fraction of that audience. This means you are paying money to reach customers who ultimately are not going to buy from you.

For example, let's say you are currently sending out one thousand marketing pieces that costs you \$1,000.00. If you get a ten percent response, you gain one hundred prospects. This means you spent \$900.00 on advertising to people who either weren't ready to buy from you, didn't know you, or maybe they didn't even read your marketing piece.

Wouldn't it be more effective if you could get a 20%, 30%, or even 50% response from the same marketing piece? Your advertising/marketing dollar would go a lot farther!

Marketing alliances can help eliminate a lot of expense in prospecting and helps focus your time and money on people who are ready to buy because you are communicating to a database of established customers where goodwill and trust has already been established.

Gail: The three benefits of forming strategic alliances, then, are implied trust, business establishment in the community, and marketing cost effectiveness.

Stephen: That's correct. Can you see the power behind how building marketing alliances will increase sales and profitability for your business?

Gail: Yes. Building marketing alliances is an effective way for any successful business to sustain growth.

Stephen, thank you for taking the time to share these five simple steps to uncovering the hidden marketing assets in any business. I have definitely

learned so much. This is very exciting and I'm sure there is so much depth you could go into on these business profit building tactics.

Stephen: Thank you so much for helping share this powerful system on how to effectively optimize hidden marketing assets that will help grow any business 25% to 100% or more. It's very exciting and I look forward to helping more business owners like yourself uncover, leverage and profit from the hidden marketing assets in their business!

Gail: It's was my pleasure. This is a service that is absolutely needed. Thank you.

Conclusion

Here's How to Increase Your Sales By 25% - 100% or More In 60 to 90 Days Without Spending Additional Money On Advertising:

Many small businesses are sitting on \$10,000 to \$1,000,000 in additional sales but will never discover them. The main reason is because most business owners are focussed on always gaining new customers and overlooking the more obvious opportunities to gain additional sales and profits. These opportunities are known as Hidden Marketing Assets. They can be deployed to generate immediate cash flow and steady streams of income.

Here's how to effectively optimize your hidden marketing assets in 5 simple steps:

Step 1 – Target Profitable Customers

Step 2 - Create A Powerful Unique Selling Proposition (USP).

Step 3 – Integrate Your USP Into All Your Marketing Efforts.

Step 4 – Implement Database Marketing.

Step 5 – Build Strategic Marketing Alliances.

Most business owners think it is impossible to exponentially grow their business without spending more money on advertising or doubling the effectiveness of their marketing while actually cutting expenses.

Now you have just learned some secrets to increase your sales by 25% to 100% or more within the next 60 - 90 days.

To see if you qualify for this program to increase your sales by 25% - 100% or more without spending any additional money on advertising, go to www.mentureme.com

Take Action Today

If you are a business owner who is serious about growing your business in the next 90 days, you'll have the chance to learn a simple but extremely powerful way to optimize and leverage all the marketing assets in your business.

We'll show you how to uncover and leverage those assets that you already have in your business that will lead to increased sales and profits, steady cash flow and multiple streams of income.

We implement marketing systems to increase sales by 25%-100% or more in 60 to 90 days without spending any additional money on advertising ...GURANTEED.

You'll soon discover the possibilities are endless when you follow a marketing system designed to leverage and optimize the growth of your business.

To see if you qualify for this program to increase your sales by 25% - 100% or more without spending any additional money on advertising, go to www.mentureme.com