



MENTURE ME

Business Growth Case Study

“How A Financial Services Company Boosted Revenues By 234% In Less Than 12 Months”



Executive Summary

The Financial Services Company had prospects in their sales funnel but was unsuccessful in conversions until we help them develop their Unique Selling Proposition to position their company as the obvious choice as well as implemented the proper sales and follow up systems. After advising the company on leveraging the strong business network they already had in place, we provided a strategic approach on who they were best to align their business with in order to generate a consistent flow of new prospects. By providing them with a detailed structure and implementing the right marketing systems the company had a consistent flow of business and increased their revenue exponentially.

Results After 12 Month Period:

- Revenue increased by 234%
- Gained a 25% increase in the amount of referral business
- Average transaction value increased by 14%

Please note: In order to share the actual strategies and results of this case study, we have held our client's company name anonymous. Also, we are adhering to confidentiality agreements that were executed.



Challenges

When the company started working with MentureME, they already had clients and making approximately \$15,000 in monthly revenue. They were not sure how to take their business to the next level and needed expert guidance to do so in order to optimize their existing marketing efforts. The company only wanted to deal with their most profitable clients and needed clarity on what made their company unique in their marketplace. The company had many prospects who did not convert and did not have the proper marketing systems in place to consistently attract their ideal clients and nurture their existing clients.



How We Helped

There were 3 areas we focused on to generate more revenue:

1. Increased their number of customers.
2. Increased their sales conversions.
3. Increased their average transaction value and frequency of purchase.



1. Increase Number of Customers

The following were the benefits gained from implementing a marketing system to attract new customers:

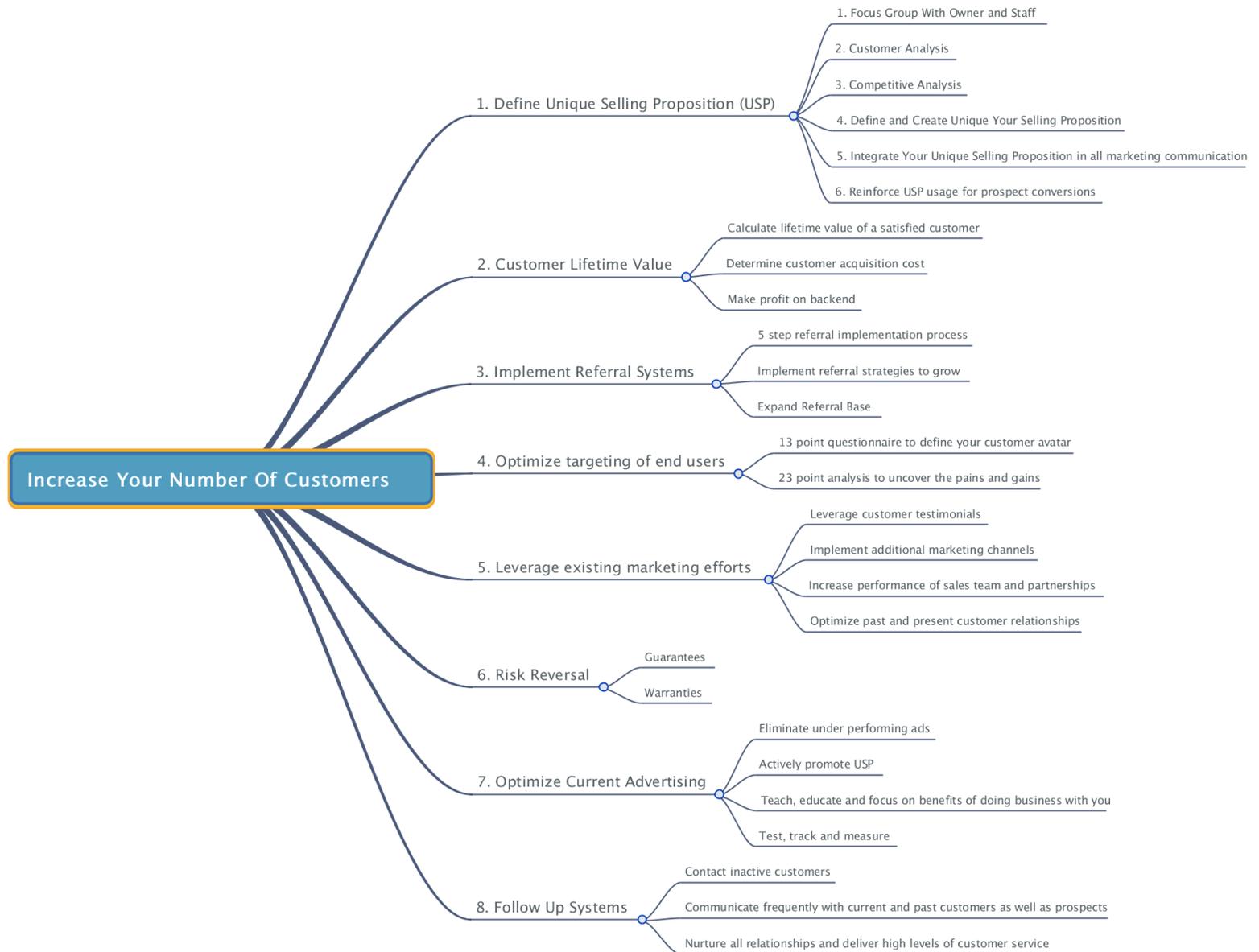
- Attained more profitable customers.
- Achieved better results from marketing or advertising efforts
- Attracted ideal new customers who can easily afford to buy their product or services.
- Gained a higher volume of sales.
- Improved current market share.
- Increased profit and revenue on a regular basis.

What we implemented:

1. Defined and integrated a unique selling proposition to attract a steady stream of new customers.
2. Determined the customer lifetime value
3. A referral systems to attract new customers.
4. Optimized targeting of end users to increase profitability.
5. Leveraged existing marketing efforts to increase sales.
6. Reversed the risk of doing business with to attract more customers.
7. Optimized current marketing and advertising efforts to obtain better results.
8. Follow- up system to nurture customers to increase growth.



Please refer to the “Increase Number Of Customers” mind map below to outline what we looked at to delivered results.





Increase Sales Conversions

The following were the benefits gained from implementing a marketing system to increase the sales conversion rates:

- Achieved better conversions from prospects to having more paying customers.
- Improved the ability to compete in the marketplace.

What we implemented:

1. Developed strategies to educate their customers by giving more reasons why to improve conversions.
2. Created irresistible offers to encourage their customers to take action and improve conversions.



Please refer to the “Increase Conversions” mind map below to outline what we looked at to deliver results.





Increase Frequency of Purchase and Transaction Value

The following were the benefits of implementing a marketing system to increase the frequency of purchase and average transaction value:

- Had an increase in profit margins.
- Increased the frequency of purchase from each customer.
- Ongoing system for increasing profitability and growth.
- Leveraged and optimized current marketing assets to increase sales.
- Attracted more strategic alliance partners.

What we implemented:

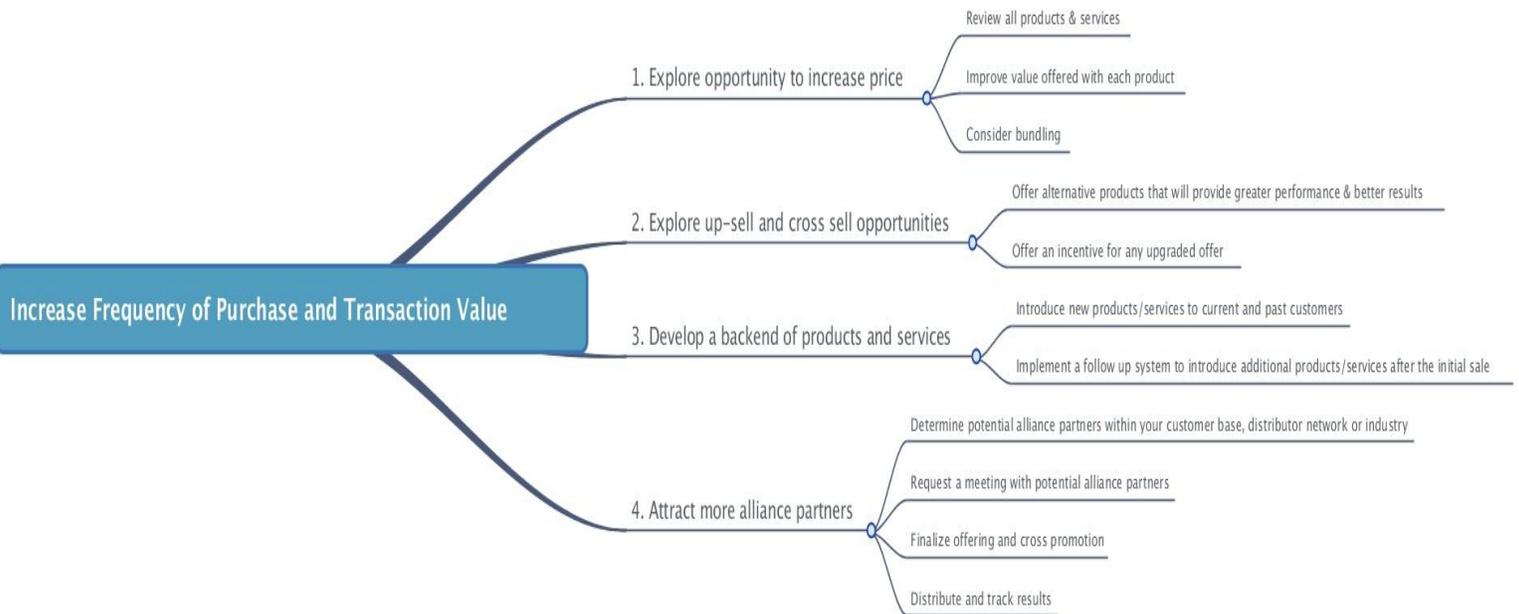
1. Explore an increase in your price to maximize your profit margins.
2. Explore utilizing upsell and cross sell opportunities to increase the frequency of purchase.
3. Develop a backend of products and services to sell more often and increase sales.
4. Attract more alliance partners to endorse your products or you can endorse other products/services to increase profits.

How we delivered results

- Please refer to the “Increase Frequency Of Purchase and Transaction Value” mind map on the next page.



Increase Frequency of Purchase and Transaction Value Mind Map





Results

Average Result of Current Marketing Efforts	Before	After
Average Number of Customers Served Per Year	50	65
Average Sale Amount Per Transaction	3500	4000
Number of Transactions Per Year Per Customer	1	2
Current Revenue	\$175,000	
Revenue After 12 months Working With MentureME		\$520,000



Client Testimonial

“Our business was doing well. We had prospects, clients, and sales. We knew that if we really wanted to excel, we would need a business consultant. MentureME gave us the structure and accountability to put the right marketing systems in place that worked for our business. We have a clearer vision now and a better ability to communicate our value to our ideal target market. I would recommend MentureME to any business that wants to take their business to a higher level.”



MENTURE ME

Our Special Gift To You - Get Your FREE Sales Boost Analysis

Our service is best suited for you, if your company is experiencing any or all of the following:

1. You are the decision maker in your profit-motivated business or professional practice and you're not living up to your full business potential.
2. You feel you are losing your edge in the marketplace and need to clearly distinguish your advantage over your competition.
3. You don't know how to implement the right systems into your business and would greatly desire more joy and maximize your time to enjoy more financial and personal fulfillment out of your business activities.
4. You want to build an easy, profitable and scalable business than it has been lately.
5. You could really benefit from optimizing and leveraging the current assets you already have and uncovering a \$10,000 or \$1,000,000 windfall profit within your business.
6. You are tired of wasting time and would love to fast track your business growth and success. You could benefit greatly if you had a marketing genius advising you on how to exponentially grow over the next few months!

If this sounds like your company and would like further support and guidance...

We personally invite you to get your FREE Sales Boost Session that is guaranteed to show you how to boost your sales by 20%. Go to www.mentureme.com/salesboostsession

You can review more success stories here: www.mentureme.com/success-stories/

