

Section 2: Agenda Item 3

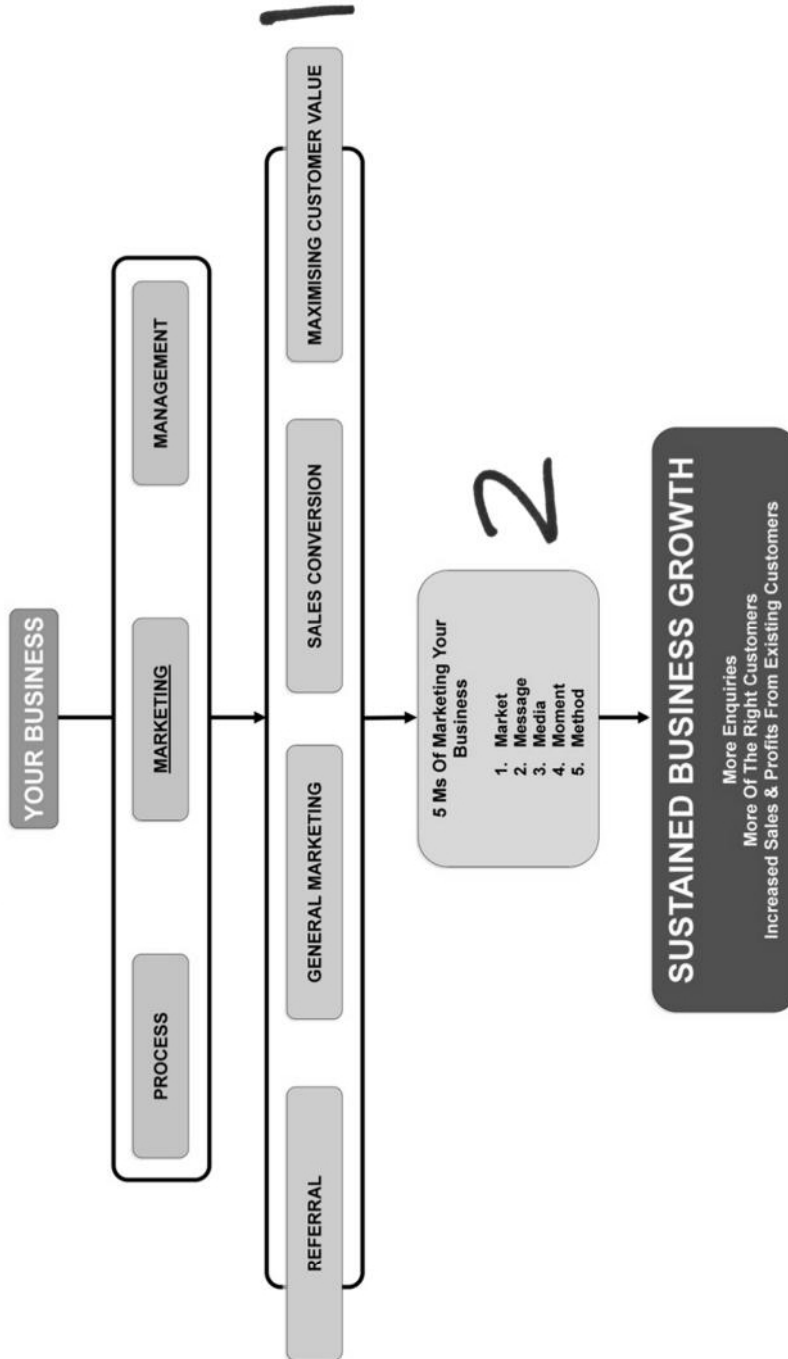
3. How Do We Grow Our Business?



Introduction

Why Businesses Stop Growing...

THE MARKETING SYSTEM



3. How Do We Grow Our Business?

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Why Businesses Stop Growing...

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3. How Do We Grow Our Business?

IMPORTANT NOTE:



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Why Businesses Stop Growing...

Black & Grey Widgets

Rainbow Widgets

3. How Do We Grow Our Business?

Key Summary & Action Points

Why Businesses Stop Growing...

Section 2: Agenda Item 4

4. How Do We Acquire The Right Customers For Us?



Introduction

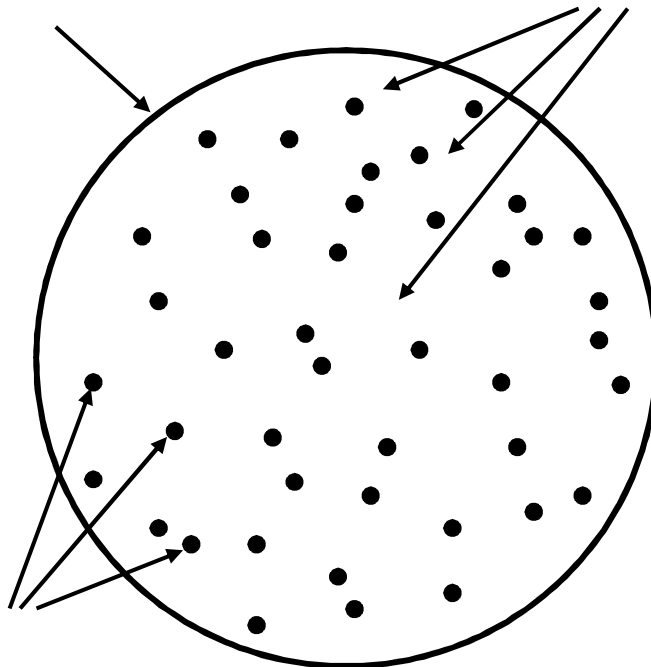


Why Businesses Stop Growing...

Traditional Mass Marketing Versus Target Or Niche Marketing...

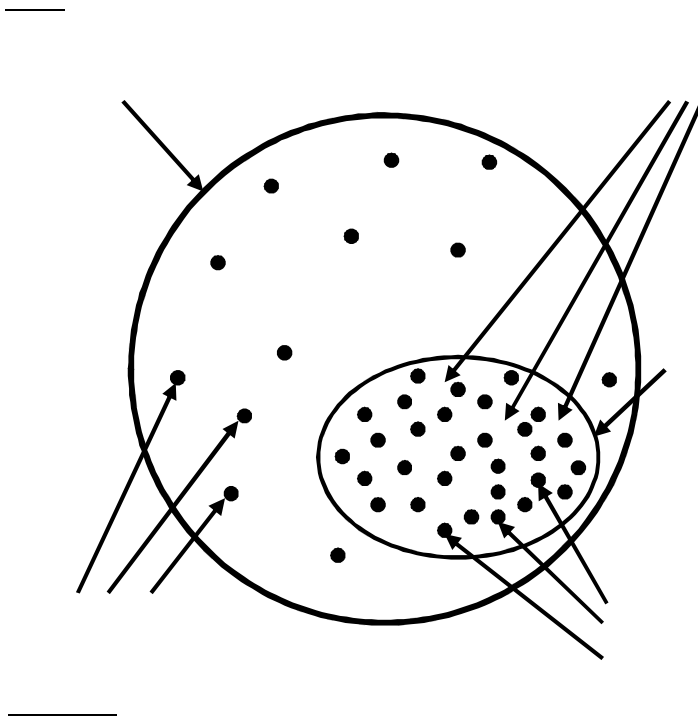
4. How Do We Acquire The Right Customers For Us?

The Mass Marketing Approach



Why Businesses Stop Growing...

The Target Market Approach



4. How Do We Acquire The Right Customers For Us?

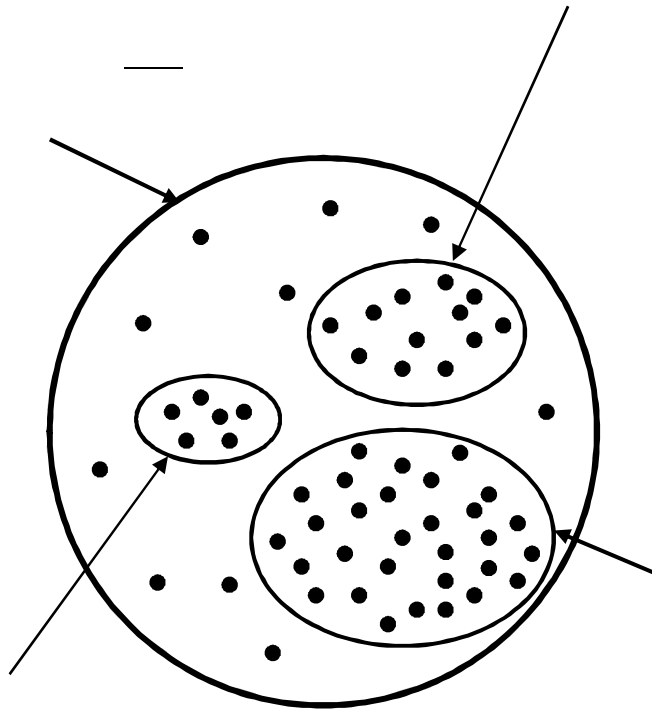
Multiple Target Markets

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Why Businesses Stop Growing...

Multiple Target Markets

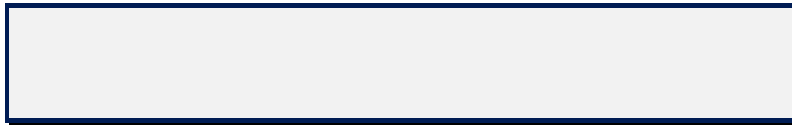


4. How Do We Acquire The Right Customers For Us?

The Power Of Target Marketing

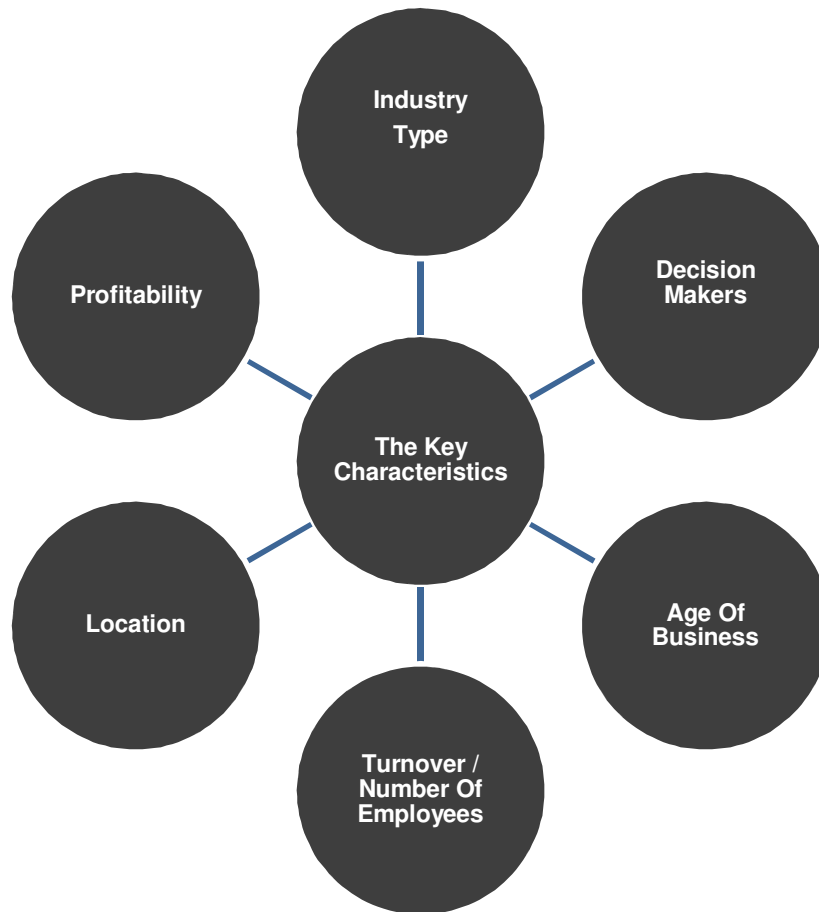


The second ad reads...



Why Businesses Stop Growing...

The Business-To-Business Target Market Characteristics



4. How Do We Acquire The Right Customers For Us?

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Why Businesses Stop Growing...

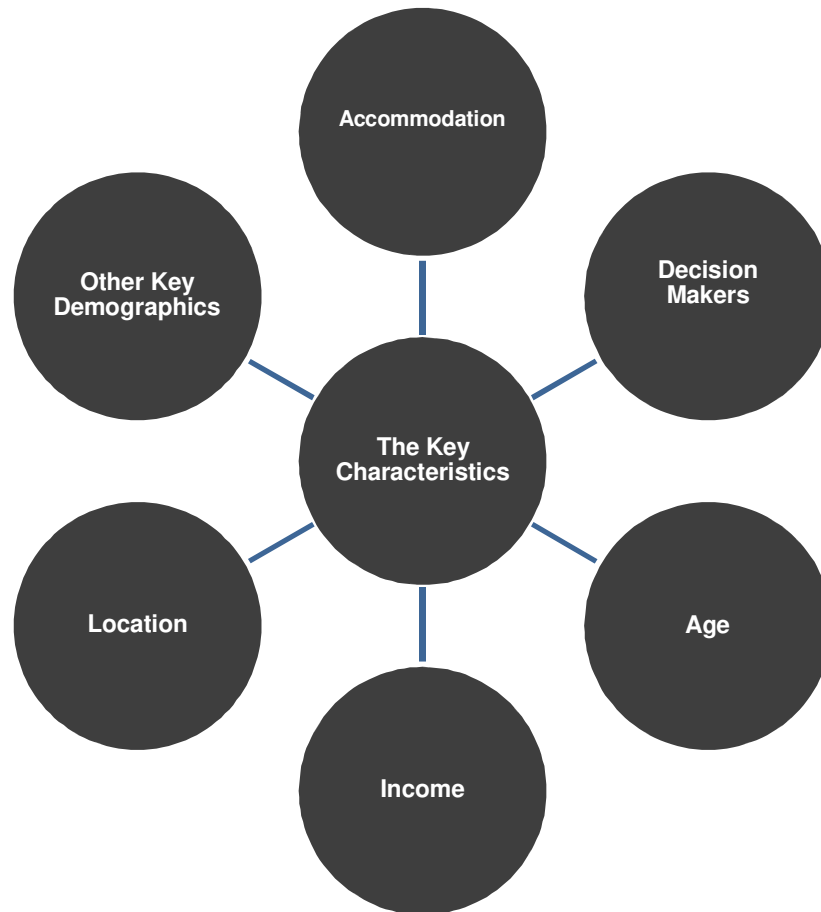
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4. How Do We Acquire The Right Customers For Us?

The Business-To-Consumer Target Market Characteristics



Why Businesses Stop Growing...

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4. How Do We Acquire The Right Customers For Us?

Black & Grey Widgets

Why Businesses Stop Growing...

Rainbow Widgets

Key Summary & Action Points

Section 2: Agenda Item 5

5. How Do We Get People Interested In, Even Excited By Our Products/Services?



Introduction

Why Businesses Stop Growing...

The Marketing Assets	

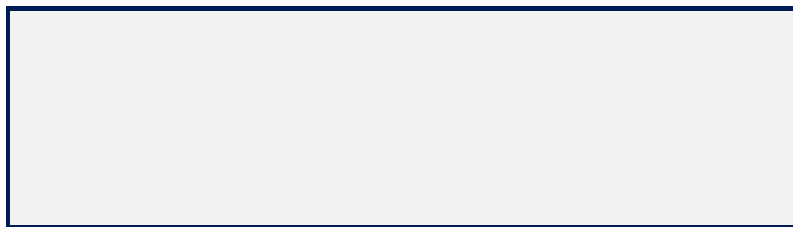
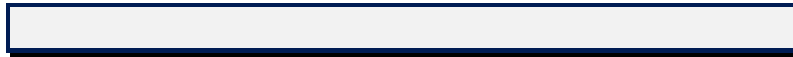
1. Gaining Competitive Advantage: Unique Perceived Benefit

5. How Do We Get People Interested?

Why Businesses Stop Growing...

5. How Do We Get People Interested?

Why Businesses Stop Growing...



5. How Do We Get People Interested?

Why Businesses Stop Growing...

5. How Do We Get People Interested?



2. Adding Sizzle To The Steak: Features Into Benefits

3. Irresistible Offers

Why Businesses Stop Growing...

4. Headline

5. Guarantee

6. Sales Barrier Demolition

5. How Do We Get People Interested?

7. Reasons Why

8. Social Proof

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9. Call To Action

Why Businesses Stop Growing...

Black & Grey Widgets



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5. How Do We Get People Interested?

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Why Businesses Stop Growing...

5. How Do We Get People Interested?

"I have used Black & Grey for over five years for our business. Their professionalism has been exemplary. They adopt a 'can-do' attitude and are prepared to go the extra mile to satisfy a

Why Businesses Stop Growing...

customer. Having used larger national suppliers in the past, the level of service I receive from Black & Grey is most gratifying and I know the answer to any query I have is only a telephone call away. I have no hesitation in recommending them to anyone. Nice people to do business with and they make life much less taxing!"

AS - Stourbridge

5. How Do We Get People Interested?

Rainbow Widgets

Why Businesses Stop Growing...

5. How Do We Get People Interested?

A Typical Quotation – How NOT To Do It

Dear...	<u>QUOTATION</u>
1. Widget 1:	\$400.00
2. Widget 2:	\$1200.00
3. Widget 3:	\$150.00
TOTAL:	\$1750.00

Why Businesses Stop Growing...

5. How Do We Get People Interested?

Why Businesses Stop Growing...

5. How Do We Get People Interested?



Why Businesses Stop Growing...

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5. How Do We Get People Interested?

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Why Businesses Stop Growing...

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5. How Do We Get People Interested?

Perfect Guarantee	=	Guarantee the result or benefit of your service	+	Penalise your business if result not achieved
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Why Businesses Stop Growing...



5. How Do We Get People Interested?



Why Businesses Stop Growing...



5. How Do We Get People Interested?



Why Businesses Stop Growing...

5. How Do We Get People Interested?

Why Businesses Stop Growing...

Key Summary & Action Points

Section 2: Agenda Item 6

6. What Marketing Pieces Should We Use To Deliver Our Message?



Introduction

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Why Businesses Stop Growing...

Media Channel Category	Media Channel
	<ul style="list-style-type: none">•• ••••••
	<ul style="list-style-type: none">••••••••••••
	<ul style="list-style-type: none">••••••

6. What marketing Pieces Should We Use?

CHOOSING THE RIGHT MEDIA CHANNELS		
		Media Channel
		<ul style="list-style-type: none"> • Fax • Seminars • Sales Letter • Postcards • Flyers • Joint Ventures • Newsletters • Leaflets • Telemarketing
		<ul style="list-style-type: none"> • Fax (you wouldn't use fax because very few people have fax machines at home unless the target market was 'people with offices at home') • Seminars • Sales Letter • Postcards

Why Businesses Stop Growing...

		<ul style="list-style-type: none">• Flyers• Joint Ventures• Newsletters• Leaflets• Telemarketing
		<ul style="list-style-type: none">• Yellow Pages®
		<ul style="list-style-type: none">• Classifieds• Trade Press• Inserts• Press Releases
		<ul style="list-style-type: none">• Website• Search Engines• Pay Per Click Search Engines• Social Media
		<ul style="list-style-type: none">• Classifieds• Newspaper• Inserts• Press Releases

Black & Grey Widgets

6. What marketing Pieces Should We Use?

Rainbow Widgets

Key Summary & Action Points

Why Businesses Stop Growing...

Section 2: Agenda Item 7

7. How Many Times Should We Contact The Target Market?



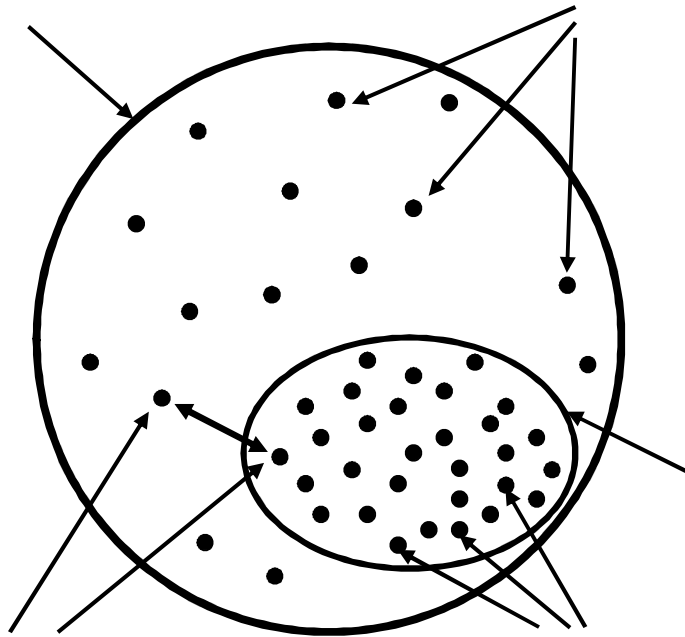
Introduction

Why Businesses Stop Growing...

7. How Many Times Should We Make Contact?

Why Businesses Stop Growing...

The Moving Parade – What It Looks Like



7. How Many Times Should We Make Contact?

Black & Grey Widgets

Rainbow Widgets

Why Businesses Stop Growing...

Key Summary & Action Points

Section 2: Agenda Item 8

8. How Do We Create Marketing Pieces That Get Results?



Introduction

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Why Businesses Stop Growing...

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Black & Grey Widgets

Rainbow Widgets

8. How Do We Create Winning Marketing Pieces?

Why Businesses Stop Growing...

8. How Do We Create Winning Marketing Pieces?

Key Summary & Action Points

Why Businesses Stop Growing...

Section 2: Agenda Item 9

9. How Do We Get More Referrals?



Introduction

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Why Businesses Stop Growing...

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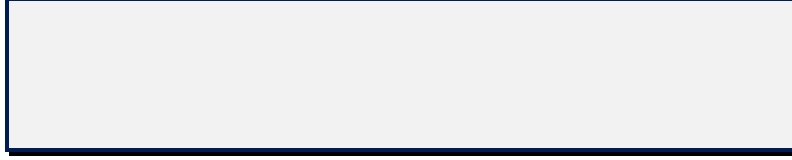
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9. How Do We Get More Referrals?

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Why Businesses Stop Growing...

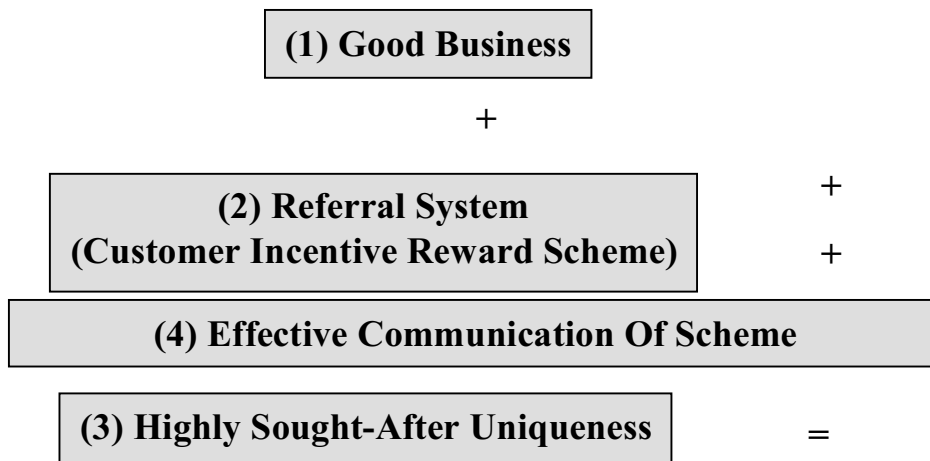


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9. How Do We Get More Referrals?

The Formula For Getting A Constant Stream Of Referrals



Constant Stream Of Referrals

Why Businesses Stop Growing...

Black & Grey Widgets

9. How Do We Get More Referrals?

Rainbow Widgets

Why Businesses Stop Growing...

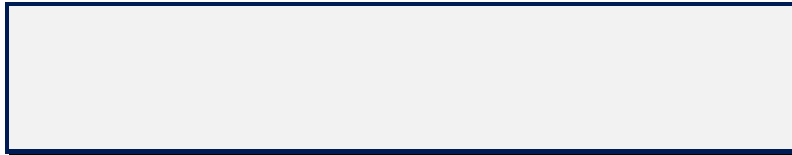
Key Summary & Action Points

Section 2: Agenda Item 10

**10. How Do We Get More Customers From
General Marketing Activities?**



Introduction



Why Businesses Stop Growing...

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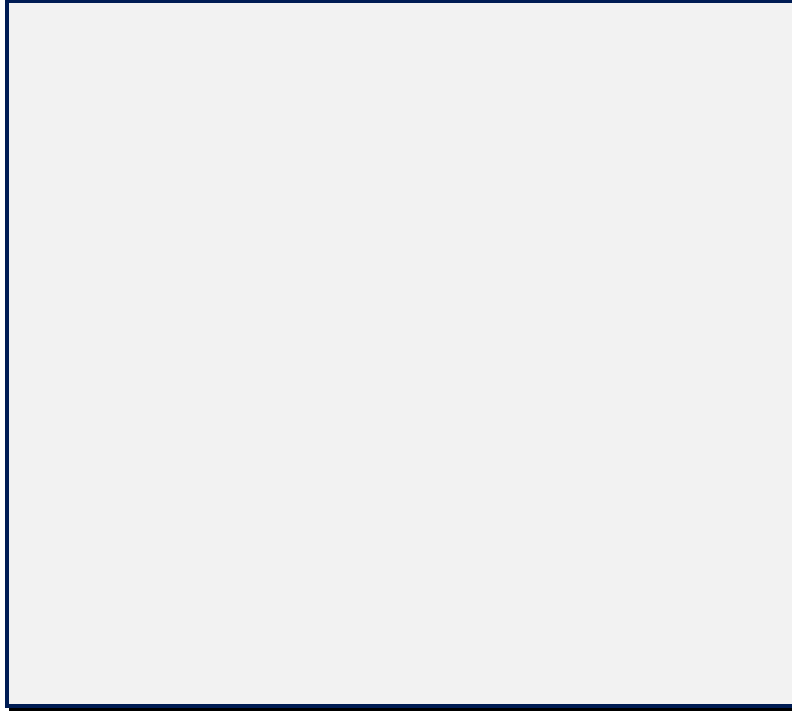
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10. More Customers From General Marketing



Black & Grey Widgets

Why Businesses Stop Growing...

Rainbow Widgets

10. More Customers From General Marketing

Why Businesses Stop Growing...

Key Summary & Action Points

Section 2: Agenda Item 11

11. How Do We Convert More Enquiries Into Good Customers?

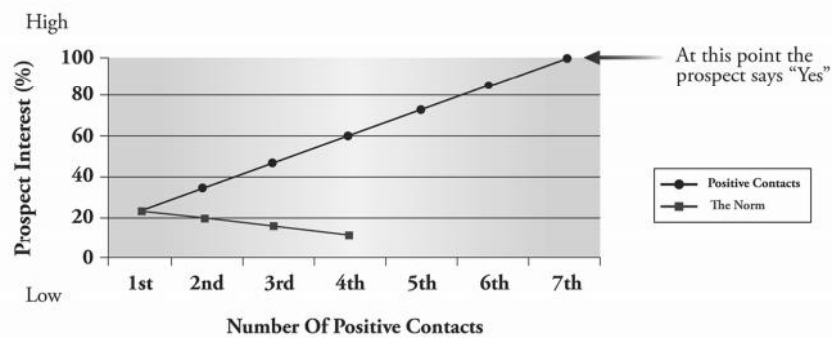


Introduction

Why Businesses Stop Growing...

So what is a Sales Conversion System?

The Effect Of Positive Contacts In The Sales Cycle



The Norm – By the fourth contact the prospect's interest is lower than where it started. They are now further away from the sale! That's why 90% of sales people have given up!

Positive Contacts – By the fourth contact the prospect's interest is high. Now it's only a matter of time and a couple more positive contacts before the sale is made.

11. How Do We Convert More Enquiries?

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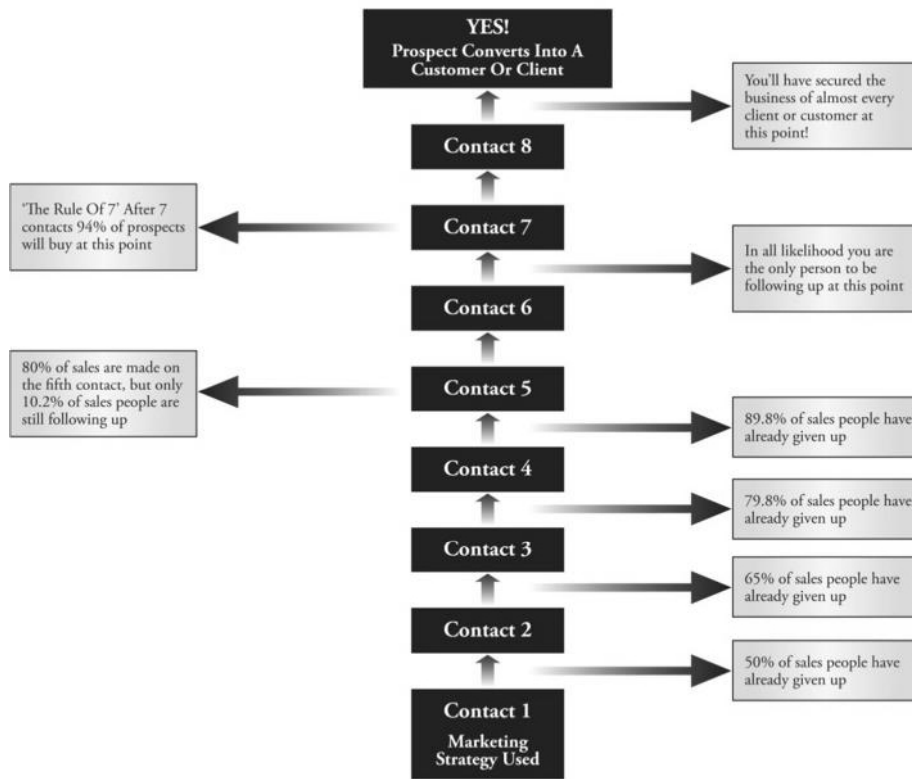
Why Businesses Stop Growing...

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11. How Do We Convert More Enquiries?

When Do Prospects Turn Into Buyers?



Data based on Thomas Publishing Company research findings

Why A Sales Conversion System Is So Powerful, And Why Your Business Must Have One

Why Businesses Stop Growing...

Conversion Rate	Enquiries Per Month	Customers Per Month	Average Order (\$)	Annual Sales (\$)

Black & Grey Widgets

11. How Do We Convert More Enquiries?

Rainbow Widgets

Why Businesses Stop Growing...

Key Summary & Action Points

Section 2: Agenda Item 12

12. How Do We Increase Customer Value?



Introduction

Why Businesses Stop Growing...

12. How Do We Increase Customer Value?

1. Customer Retention

Why Businesses Stop Growing...

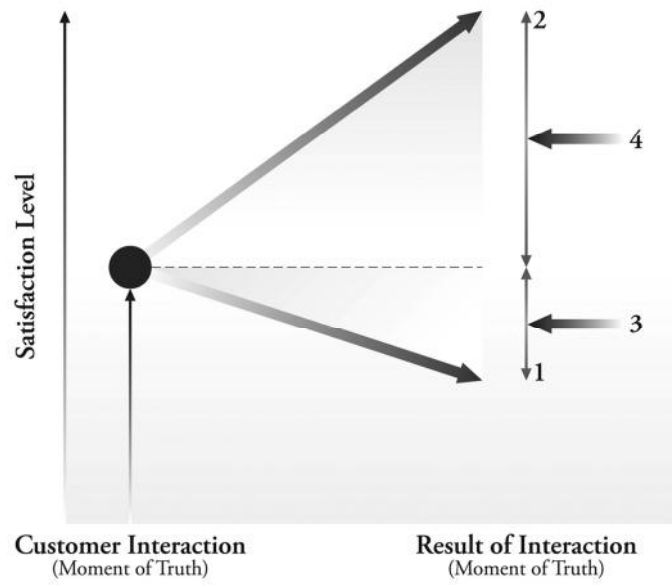
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Moments Of Truth

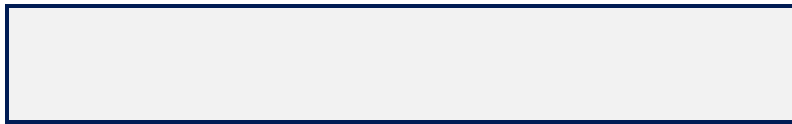
12. How Do We Increase Customer Value?

Why Businesses Stop Growing...

Moments Of Truth Explained...



12. How Do We Increase Customer Value?



Why Businesses Stop Growing...

12. How Do We Increase Customer Value?



Why Businesses Stop Growing...

Step 1: Identify The Key Interactions (Moments) You Have With Your Customers

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Step 2: Create And Systemise The Positive Experience At Each Moment

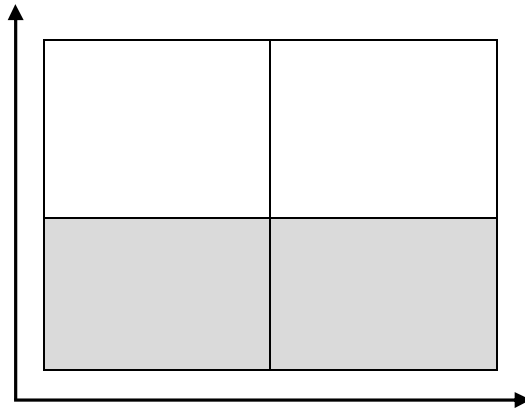
Step 3: Now Add 'Special' Moments Of Truth

12. How Do We Increase Customer Value?

Why Businesses Stop Growing...

Managing Your Customer Base

12. How Do We Increase Customer Value?



Why Businesses Stop Growing...

Managing Your Customers

12. How Do We Increase Customer Value?

2. Increasing Fees/Prices

Why Businesses Stop Growing...

Pricing & Adding Value

How To Charge The Perfect Price For Your Products Or Services

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12. How Do We Increase Customer Value?

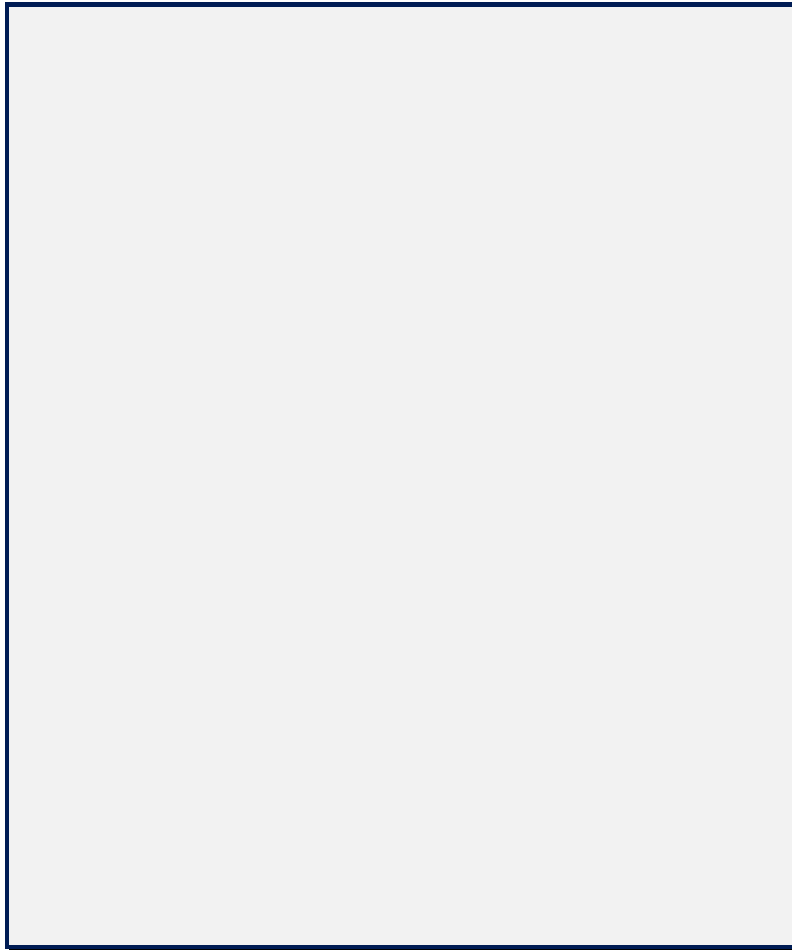
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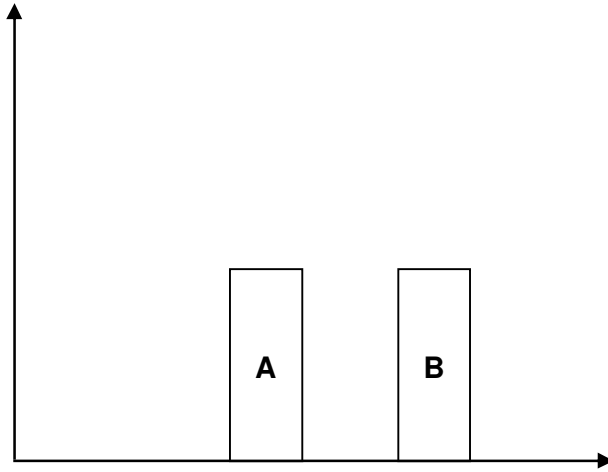
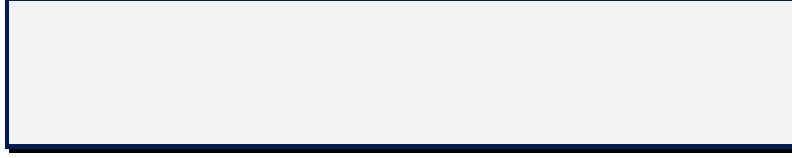
Why Businesses Stop Growing...

12. How Do We Increase Customer Value?

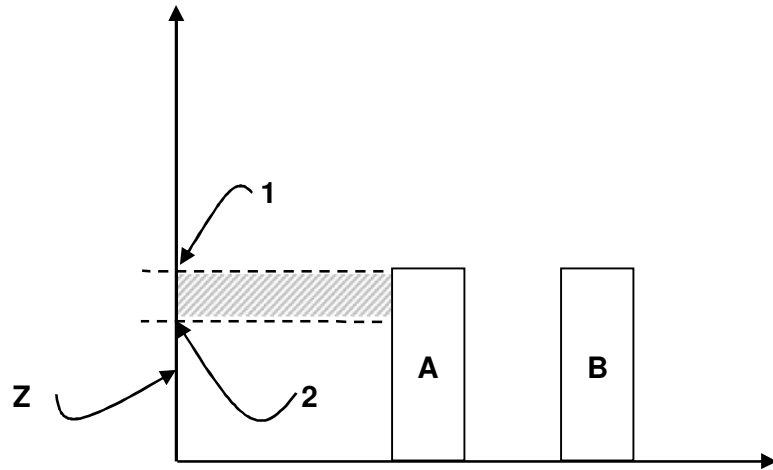
The Big Question: How Do You Add Value?



Why Businesses Stop Growing...

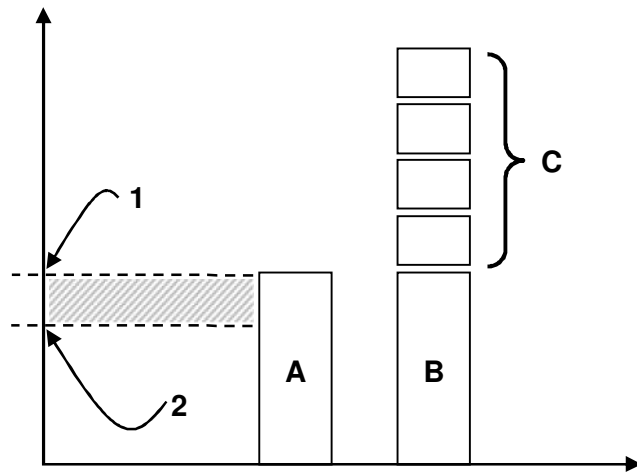


12. How Do We Increase Customer Value?

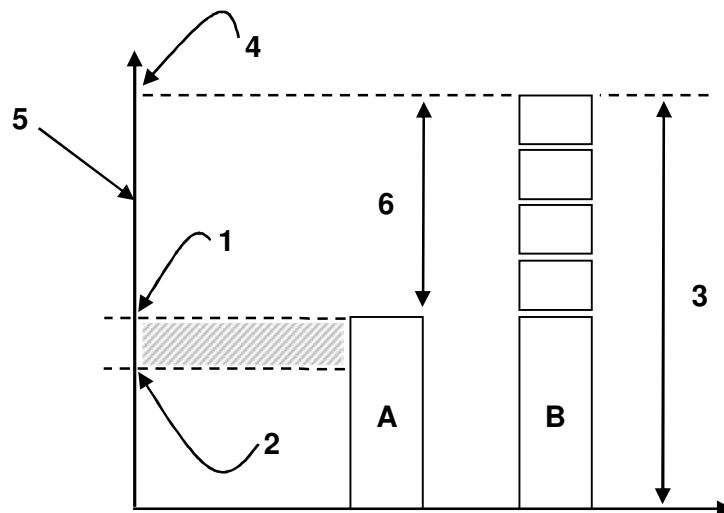


Why Businesses Stop Growing...

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12. How Do We Increase Customer Value?



Why Businesses Stop Growing...

3. Selling More Products/Services

Black & Grey Widgets

12. How Do We Increase Customer Value?

Rainbow Widgets

Key Summary & Action Points

Why Businesses Stop Growing...



Section 2: Agenda Item 13

13. Actions & Implementation Plan



Introduction

Actions – 5 Ms Of Marketing Your Business

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Why Businesses Stop Growing...

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13. Actions & Implementation Plan

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Actions – The 4 Practice Multipliers

Why Businesses Stop Growing...

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13. Actions & Implementation Plan

Implementation

Why Businesses Stop Growing...

Black & Grey Widgets

Rainbow Widgets

Section 2: Agenda Item 14

14. Date Of Next Progress Meeting



Introduction

Why Businesses Stop Growing...

Section 2: Progress Meeting

Results So Far



Introduction

Black & Grey Widgets (By John)

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Why Businesses Stop Growing...

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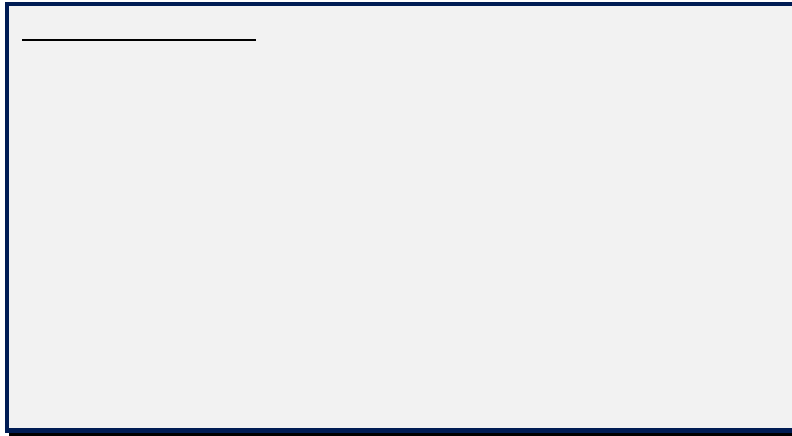


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Progress Meeting – Results So Far



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Why Businesses Stop Growing...

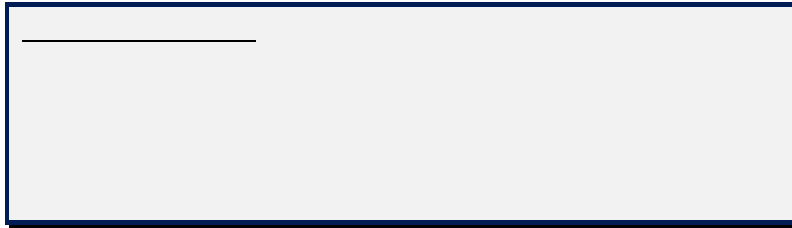
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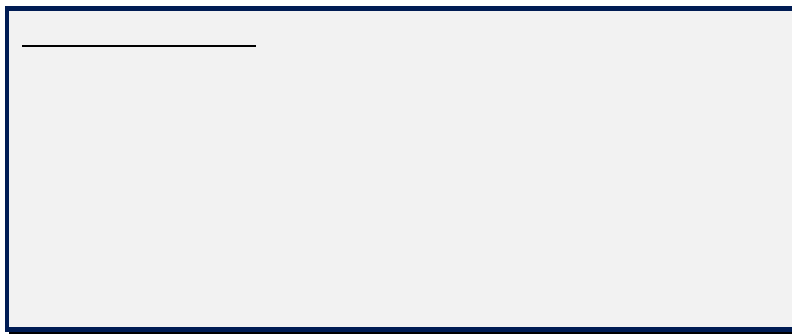
Progress Meeting – Results So Far



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Why Businesses Stop Growing...



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Progress Meeting – Results So Far



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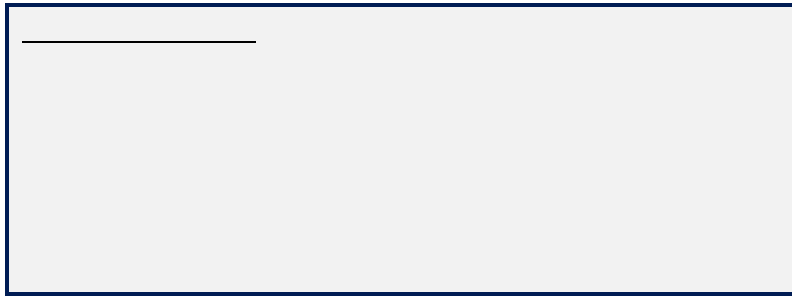


Why Businesses Stop Growing...


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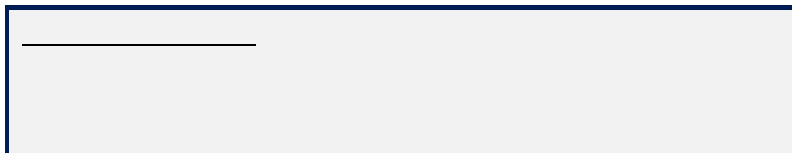
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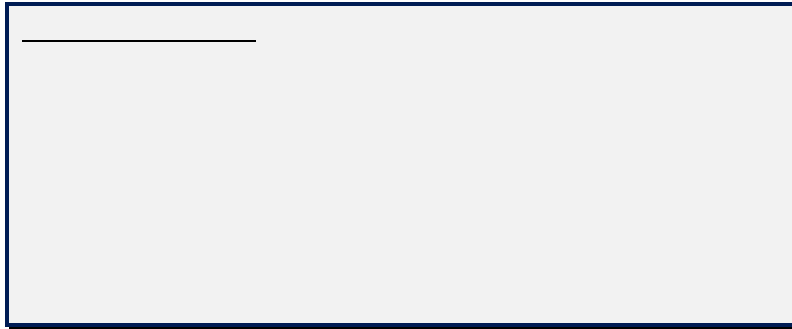


Progress Meeting – Results So Far

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Why Businesses Stop Growing...

Black & Grey's Letter

Dear <Name>,

I am writing to introduce our firm to you. Black & Grey are an established firm of widget manufacturers.

Over the last ten years we have helped many businesses with our proactive and personal service. We are a business which prides itself on its close relationships with its customers and our service is second to none. Our approach to fixed price quotes is always popular and ensures you always know how much you will pay.

Here is what some of our clients have to say about us:

"I have used Black & Grey for over five years for all our widgets. Their professionalism and service has been exemplary. They adopt a 'can-do' attitude and are prepared to go the extra mile to satisfy a customer. I have no hesitation in recommending them to anyone seeking a widget manufacturer with a personal and professional service. Nice people to do business with!" - *AS - Stourbridge*

"Black & Grey provide a great selection of widgets. Their delivery and response times are always good and we always pay what they quote us." - *PN - Gloucester*

We offer a full range of widgets and support services including maintenance contracts, servicing packages and consultancy at very competitive prices.

We would like to take this opportunity to meet with you. We offer a free no-obligation meeting. Simply phone us on **0123 456 789** and we'll be happy to discuss how we can help with your widget needs.

If you would like any further information, please do not hesitate to contact us on the number below.

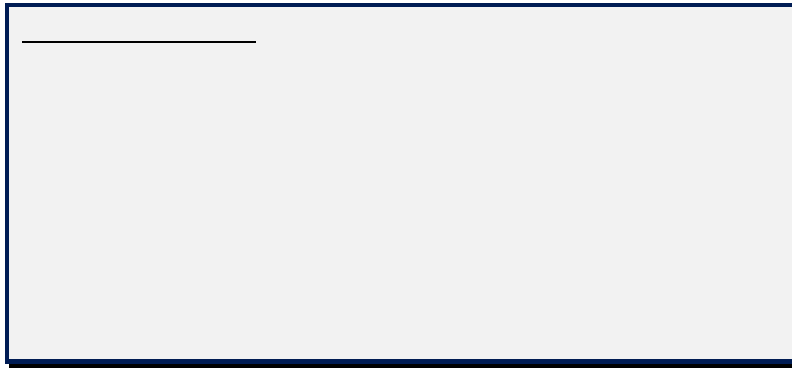
Yours sincerely,

For and on behalf of Black & Grey

Progress Meeting – Results So Far

Actions – The 4 Practice Multipliers

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Why Businesses Stop Growing...

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A large empty rectangular box with a dark blue border, intended for notes or a diagram. It contains a small horizontal line near the top left corner.

Progress Meeting – Results So Far

Rainbow Widgets

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Why Businesses Stop Growing...

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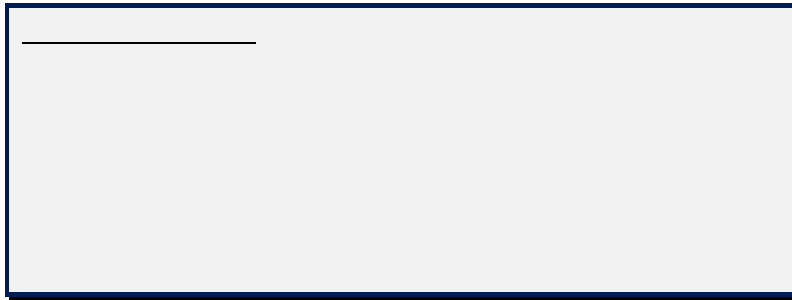
Progress Meeting – Results So Far

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Why Businesses Stop Growing...

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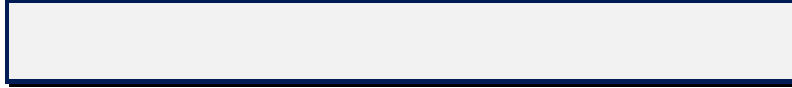
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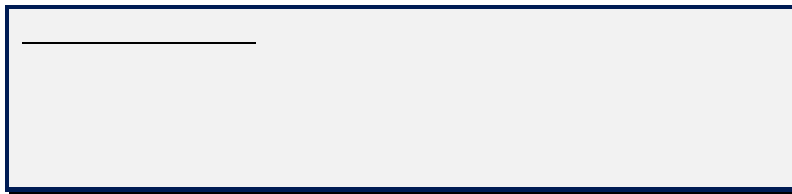
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Progress Meeting – Results So Far

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A horizontal rectangular box with a dark blue border and a light gray fill. A thin black horizontal line is drawn near the top left corner.

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A horizontal rectangular box with a dark blue border and a light gray fill. A thin black horizontal line is drawn near the top left corner.

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Why Businesses Stop Growing...

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Progress Meeting – Results So Far

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A large rectangular area that has been redacted, appearing as a light gray box with a dark blue border. A horizontal line is visible at the top left of the box.

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Why Businesses Stop Growing...



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Progress Meeting – Results So Far

Marketing Pieces That Get Noticed



Invitations are virtually impossible to ignore. They don't need to be

Why Businesses Stop Growing...



Comics get very high readership

Progress Meeting – Results So Far



Why Businesses Stop Growing...

ADVERTISEMENT



**Catapult Yourself to the Top –
Become an Electrifying Public Speaker!**

"To rise to the top in any field, you must be an outstanding public speaker. New foolproof guidebook helps you give the best speech of your life – even if you've never given a speech before." — Aram Bakshian, Jr.

IT'S THE CALL FROM HELL! Your boss is on the line asking you to make a speech at an important business meeting. Here's your chance to shine and boost your career trajectory. But all you can think about is "crash and burn."

Welcome to the club! The #1 worst human fear in the U.S., according to *The People's Almanac*, is speaking before a group. We fear it more than heights, insects and bugs – even death itself. And yet, speak well in public and you can rocket to the top in your company, industry or community. Good speakers are quickly marked as rising stars and catapult over their tongue-tied colleagues.

So, why don't more of us speak up, or speak up well? "Because," says Aram Bakshian, Jr., a favorite speechwriter of *The Great Communicator*,

Ronald Reagan, and hailed as one of the great speechwriters in America, "most speakers don't have a clue what to say to hold their audience's attention. They commit the worst sin of all — they are boring."

One of the best contemporary speakers is Lee Iacocca, who saved the Chrysler Corporation. He attributes his business success to speaking. In his autobiography, he writes: "I've seen a lot of guys who are smarter than I am and a lot who know more about cars. And yet I've lost them in the smoke. Why? Because I'm tough! No — You've got to know how to talk to them, plain and simple."

Bakshian tackles head-on the challenges of public speaking in *AMERICAN SPEAKER*. "As with alcoholism," he writes, "there is no known cure for stage fright. You're

either a 'chronic' sufferer or a 'recovering' sufferer." In either case, it's easy to minimize that suffering — or even turn it into an advantage, as he deftly outlines. Bakshian quotes Carroll O'Connor, via legendary "Archie Bunker" "A professional actor has a kind of tension," says the veteran actor. "The amateur is thrown by it, but the professional needs it."

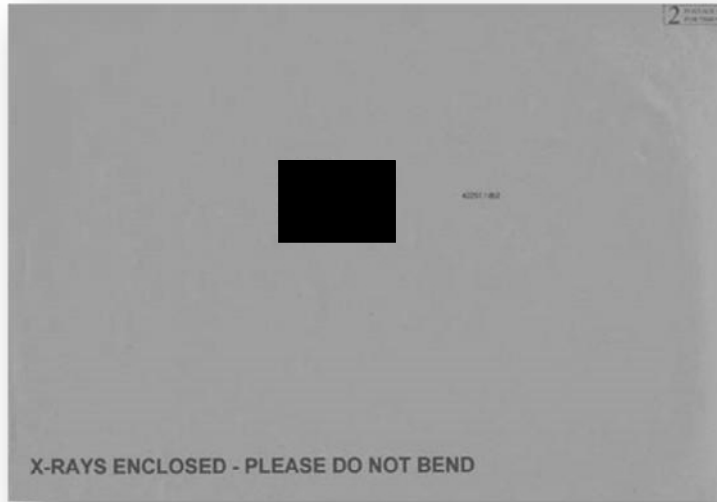
The ability to speak well in public is the most important skill any political or business leader can have, says Bakshian.

The single biggest rhetorical arena, he says, "is the world of business. From the simplest of retail sales spiels to the most sensitive boardroom presentation, speech keeps the wheels of commerce turning."


In making a first impression, for instance, "Your appearance can give

ENTREPRENEUR JANUARY 2000 17

Progress Meeting – Results So Far



Why Businesses Stop Growing...



Tech-Ni-Tips

Feb 2008

World Class Print Finishing Advice & Product Updates

Inside This Issue

- Product News & Update
- Customer Feedback
- Graham's Tip Of the Month
- Special Offer
- Ordering Information

Product Range:

Tri-creaser (attaches to the following folding machines to completely eliminate fibre-cracking)

- Stahl/Heidelberg
- MBO
- Herzog & Heymann
- GUK
- Horizon
- Shoai
- Brämmer
- Morgana
- MB
- Eurofold
- Rollem
- Baum
- Rosback

Spine Creaser (attaches to the following stitching machines to eliminate fibre-cracking on all your book covers)

- Müller Martini
- Heidelberg ST-100, ST-300

Micro-Perf (attaches to the following folding machines resulting in perfect perforations, even on paper)

- Stahl
- Heidelberg
- MBO

Accessories

Please call for details

How To Order

Please phone our Order Hotline at 0116 275 1440

Product Update And Latest News

Tech-ni-fold USA Launched...

I am delighted to inform you that our USA agents (CRN) have signed a contract to distribute our products under the Tech-ni-fold banner. Tech-ni-fold USA will continue to implement our proven sales and marketing strategies and at the same time help us to expand our product range throughout the US. The agreement enforces a total commitment to Tech-ni-fold products.

Sales in this initial first year have already led to us almost doubling up the manufacturing of our products with a significant growth continuing month by month.

DRUPA 2008...Two Stands Secured.

I am very excited by the news that we have taken a large stand at DRUPA in May.

This fantastic opportunity was secured through our association with Stelov, the Horizon resellers based in Germany who ran across us at IPEX two years ago.

The stand will be taken up by Tech-ni-fold USA and compliment our own activities from the British PICON area in Hall 10 (10E66-2)

Advertising Opportunity

If you are finding that our products are making a significant difference to your company, we would like to hear from you.

In return for your much valued statements and a good picture of people next to machines etc, we will add a small company summary and contact details if required. If chosen your company will also receive a free Tri-creaser upgrade.

We plan to run a full colour page advert in the PrintWeek magazine, read by over 20,000 people. We are also seeking testimonials from our customers and are offering 5 FREE creasing inserts for every faxed statement explaining the benefits of any of our products. Constructive criticism and feedback is always welcome as we can make use of this to move forward.

Graham's Tip Of the Month

How To Perfectly Match The Creasing Rib Into Channel During Make-Ready (Tri-creaser)

In case you find it difficult to centralise one of the female channels against the male Creasing rib, here is a simple way to guarantee 100% perfect alignment.

Secure the Tri-creaser Male component into the correct crease position. Move female part directly opposite without securing the fixing grub screw.

Wind some heavy stock backwards passing through the device, towards the fold rollers. Secure the fixing grub screw on female part with Allen key when it appears.

Now you will witness the perfect alignment.

How To Feed Sheets With Aperture Or Window Cut Outs

Feeding a flat sheet with apertures or window cut outs can prove to be impossible, as the top sheet will catch on the one below as it leaves the feeder.

In order to simplify the explanation on how to avoid this I will describe the remedy for a pile feeder (not continuous).

Continued overleaf...

Page 1 of 2 - please turn over...

Progress Meeting – Results So Far

Actions – The 4 Practice Multipliers

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Why Businesses Stop Growing...

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