



45 MINUTE BUSINESS BREAKTHROUGHS

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**Everything You Know
About Generating Leads,
Closing Sales and
Making Money With Your
Small Business is WRONG!**

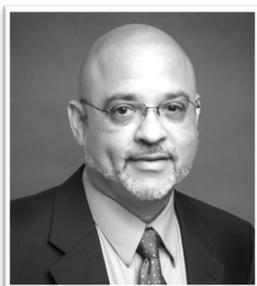


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Everything You Know About Generating Leads, Closing Sales and Making Money With Your Small Business is **WRONG!**

During this eye-opening 45-minute video, we're going to show you everything successful business owners should be doing to accomplish the following:

- Doubling current lead flow month-over-month
- Doubling sales volume
- Simple easy-to-implement, no cost strategies that instantly add cash flow
- How to effectively market on the internet
- How they get their websites 10X more traffic
- How they harness their databases to maximize repeat business
- How they set up joint-venture partners that promote their business for them



David Olivo
Business Growth Consultant



1. GOAL SETTING

One of the most basic and fundamental reasons why so many business fail is because the owners do not write down their goals for the business. Whether it be in the form of a structured business plan or a simple wish list of targets and objectives, it is absolutely critical to formulate a plan. This way you can articulate the long-term vision for your business.

Far too often, business owners make comments such as “I haven’t needed a plan so far so why do I need one now?” or “I don’t need to write down my goals because I’ve got them in my head!”

There have been countless studies over the years proving the immense power of writing your goals down on paper. The physical act of putting pen to paper and constant referral to these goals actually strengthens certain neural pathways within the brain. This will help you subconsciously to move towards your goals.

This is one of the reasons teachers believe having students write out 200 lines over and over again will mentally “program” misbehaving students to not misbehave.

Setting weekly and monthly goals is not only a very important habit for you to develop, but also one you should encourage your staff to embrace. Recent studies have revealed approximately 10% of the population seeks higher learning. The other 90% have to be forced or encouraged to learn new skills. Simply asking your staff to set some goals for themselves probably won’t work, and more than likely you will have to start this process for them yourself.

It has been proven that providing targets and quotas for each staff member can have a dramatic impact on their results and productivity. In this program there are a number of sections that deal with goal setting and planning and indeed, they are some of the most important in the program.

Relevance to your business:	1	2	3	4	5	6	7	8	9	10
Your level of Proficiency:	1	2	3	4	5	6	7	8	9	10

Action Steps

Over the years, many studies have been conducted on what determines a successful marketing campaign. While the obvious answer is in how many extra products or services are sold, in today's marketplace it's not as easy as that. Many marketing campaigns are designed to do more than increase sales. Some are designed to increase consumer awareness of a brand, to implement damage control or one of several other reasons. One thing is for sure: whether you're a big business or a small business, it's easy to get it wrong, and MOST business do get it wrong!

Here are the fundamentals of marketing that every business owner MUST know and follow:

- Have something good to say
- Say it well
- Say it often

Have something good to say – first, create a market-dominating position (be unique). Being Unique will make you 10 times more money than being 'better' ever will.

Say it well – follow this formula: Interrupt, Engage, Educate and Offer. Interrupt with a headline that defines the problem your prospect has and doesn't want. Engage with a sub-headline that promises to deliver to them the result they want but can't find. Educate by highlighting in SPECIFICS what it is you do or provide that is different from your competition (your market-dominating position). Then create a compelling Offer that gives the prospect true value – something they really want!

Say it often – repetition is the key to successful marketing. Prospects today are SATURATED with marketing messages – 3,000+ per day. Repetition allows you to cut through the clutter – especially when you follow the formula above.

Recommended lead generation strategies:

- Marketing and advertising
- Joint ventures

Relevance to your business:

1 2 3 4 5 6 7 8 9 10

Your level of Proficiency:

1 2 3 4 5 6 7 8 9 10

Action Steps

3. CONVERSIONS

Better conversion strategies can boost your business dramatically for little or no extra cost. We recently had a client that was generating more than 500 leads per month using Facebook PPC ads. Obviously his lead generation process was working great, but there was one big problem. He wasn't converting ANY of those leads into sales. There's little point in generating more leads if your existing conversion process results in most of your hard-won leads falling through the cracks.

Too many businesses are already generating all the leads and prospects they need, but are unwittingly losing up to 95% of their sales opportunities, and pouring thousands of dollars down the drain. In these circumstances you may not actually *NEED* additional leads or prospects at all; instead you need better strategies for converting a larger portion of your prospects into clients. Some of our clients have increased their conversion rate more than ten-fold while dramatically reducing their cost of acquiring those customers. Consider these two:

Downselling – this is nothing more than offering a prospect an alternative at a lower price when they decline your original offer. The goal is to turn the prospect into a client so you not only realize some short term financial benefit, but you gain the opportunity to do business with them again in the future. For example, local health clubs always try to sell new members a full one year membership. If that fails, they will try to downsell them by offering a 90 day “health makeover” membership. If that fails, they may go to a 30 day or possibly a one week “trial” membership. They know if they can just get them to buy something the odds of them staying with them long term goes up exponentially.

Drip Campaign - on average, less than 1% of prospects are NOW buyers. 99% are NOT ready to purchase that day, but many of them will buy sometime in the future, IF you continue to nurture them by staying in touch on an on-going basis. Unfortunately, the vast majority of small business owners rarely if ever follow up with their prospects after their initial contact with them. 80% + of ALL sales occur between the 5th and the 12th point of contact between the business and the prospect. 80%!!! This is where you need to implement a “drip campaign.”

A drip campaign automatically delivers a form of communication to customers or prospects on a predetermined and scheduled basis. When you receive repetitive postcards in the mail for oil changes or HVAC services, those are targeted and coordinate drip campaign. They can often double or triple conversion rates.

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Action Steps

4. TRANSACTIONS

Increasing transactions with your prospects involves getting them to buy from you more frequently than they do now. Are you familiar with upselling and cross-selling? When you go to McDonald's and the kid behind the counter asks if you would like your meal "super-sized," that's upselling. When that same kid then asks if you would like an apple pie to go with your super-sized meal, that's cross-selling.

Upselling means offering a higher grade or quality or size of the item that the customer may be interested in at the point when the customer is ready to buy. Cross-selling means offering other products or services which complement the item the customer is interested in, at the point when the customer is ready to buy.

Most business owners don't realize that 34% of prospects will buy additional products or services at the time of their original purchase, IF they're asked to do so. Most businesses NEVER ask them, and they lose out on this lucrative opportunity to dramatically increase their revenue. Start asking!!!

Another simple way to increase transactions is to offer more products and services to your clients. Most businesses don't have additional products or services to offer their client base, so you want to ask yourself what other products or services could my customers find valuable. Once you make up a list of those offerings, go out and contact the providers of those offerings and set yourself up as an affiliate and negotiate a referral fee.

Consider a landscaper. As they make their client's lawns and homes into a showcase, those homeowners may also need tree trimming, decking, fencing, stonework, a sprinkler system, outdoor lighting, a patio or outdoor kitchen installed, and perhaps a swimming pool.

The landscaper doesn't perform any of these services, but they are in a prime position to make professional recommendations, and most homeowners will go with those recommendations. The landscaper could easily negotiate anywhere from a 10% to 25% affiliate fee from each of these various service providers, and in the process, double their annual revenue.

Relevance to your business: (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

Your level of Proficiency: (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

Action Steps

The key to increased pricing is VALUE! The more someone values what you sell, the more they will pay. So how do you create more value than what you already offer? I like to use a "bundling" strategy here. Bundling is simply the process of grouping together certain products to create 'packages' which are then sold to clients. When you do this, you completely eliminate the biggest complaint small business owners have these days, competing on price. Bundling increases the perceived value so prospects buy more.

Consider a home builder or remodeling contractor. They typically contract with certain suppliers that offer them huge volume discounts, especially for electronics. One builder agreed to buy multiple packages of a whole house entertainment and security system including, a 50 inch HDTV, a complete high quality surround sound system, a complete home security system including surveillance cameras at all entry points to the home and a complete fire protection and monitoring system.

The retail price for this package was \$22,800 installed, but the builder acquired them in volume for around \$6500 since installation would not be part of their costs. Since the builder already has the home stripped to the studs, installation can be handled during the actual project by their crew for pennies on the dollar. Now imagine this builder competing with other builders in a moderately priced neighborhood. All the builders offered homes in the \$150,000 price range.

Our builder offered their home for \$156,500, which included the additional \$6500 out of pocket expense to the builder, and their home comes standard with a \$22,800 home entertainment and full security system for FREE! Which builder would you buy from? In fact, what if this builder offered that new home for \$160,000? Do you really believe that additional \$3500 would prevent anyone from buying this home? And does it still look like a MUCH better deal than the \$150,000 home without the system? If the additional \$3500 increase did make a difference due to loan qualification standards for certain prospects, the builder always has the option of reducing the price back to \$156,500. They could even maintain their original price of \$150,000 and lower their profit margin on each home sold.

This would allow them to possibly double their normal sales volume and practically double their overall profits every year. After all, they're still making around a 30% profit at \$150,000. In the case of the builder, the home security and entertainment system wasn't something they normally dealt with. It wasn't a product they typically carried. They simply discovered that this was something their prospects wanted to have included in the homes they were purchasing, so the builder went out and created an affiliate relationship with the home electronics provider and wound up doubling their sales and profits.

Relevance to your business: (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

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Action Steps

There are 2 major ways to increase your overall profitability, increase revenue or decrease your costs of doing business. Let's discuss increasing your profitability. How about a really simple strategy – raise your prices. Most small businesses have NEVER raised their prices. That's because they don't know the facts when it comes to increasing their pricing. They're scared to death that ANY price increase, no matter how small, will lead to a mass exodus of all their customers. But is that really true?

Let's say you sell a widget for \$100 and decide to increase that price 10% to \$110. Will that small increase REALLY lead to a loss of customers? Honestly, I believe a few will leave, but they are most likely your biggest price shoppers that show NO loyalty or patronage to your business anyway. They will beat you down price-wise every chance they get, and the moment you begin to make a decent profit, they will leave you in a heartbeat for the next business willing to accept a financial beat down. But even though there will be some customer attrition, to what extent? Let's look at the numbers.

The business selling this widget is now making an additional \$10, ALL of which is pure profit. Right there, that's a 33% profit increase. For this business to make \$1000 in profit selling their widgets at \$100 each, they would need to sell 33.3 widgets. But by increasing their price 10%, they only need to sell 25 widgets. That means that just to BREAK EVEN, this business would have to LOSE 25% of its customers over a measly 10% price increase, and that simply ISN'T going to happen!!! There simply is no FASTER or EASIER way to generate additional revenue.

Option two - decrease your costs of doing business by cutting your labor costs. This is where you can use an "internship" strategy. Instead of hiring new personnel as you grow, consider offering an internship. Go to your local junior college, college or university and offer an internship for the semester or the year to those seeking degrees or experience in a similar field or area of expertise as your business. The schools LOVE it when a business offers internships since they act as a value-add to their educational offerings by providing their students with real world experience.

The kids LOVE them as it gets them OUT of the classroom, plus the kids obtain real world experience. The employer loves them for obvious reasons – they don't have to pay these kids a salary because the kids receive college credit hours as their compensation. Internships can save small business owners tens of thousands of dollars each year.

Relevance to your business:

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

Your level of Proficiency:

(1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

Action Steps

7. LICENSING / FRANCHISING

For a company looking to expand, franchising and licensing are often appealing business models. In a franchising model, the franchisee uses another firm’s successful business model and brand name to operate what is effectively an independent branch of the company. The franchiser maintains a considerable degree of control over the operations and processes used by the franchisee, but also helps with things like branding and marketing support that aid the franchise. The franchiser also typically ensures that branches do not cannibalize each other’s revenues.

Under a licensing model, a company sells licenses to other (typically smaller) companies to use intellectual property (IP), brand, design or business programs. These licenses are usually non-exclusive, which means they can be sold to multiple competing companies serving the same market. In this arrangement, the licensing company may exercise control over how its IP is used but does not control the business operations of the licensee.

Both models require that the franchisee/licensee make payments to the original business that owns the brand or intellectual property. There are laws that govern the franchising model and define what constitutes franchising; some agreements end up being legally viewed as franchising even if they were originally drawn up as licensing agreements.

Both franchise and license agreements allow for established businesses to contract or license their brand for a separate party to run a similar business—in exchange for a fee and portion of the profits. When contemplating what’s right for you, you’ll need to consider how much autonomy you wish to hold as your own business, and what kind of investment and share of the profits you’re willing to make.

Franchise arrangements, in general, allow the franchisor to exert more control over the franchisee, dictating where you open, the scope of your construction, your floor plan, class format(s), and even the type of equipment you use and clothing you sell. While there is less autonomy for the individual franchisee, this control also comes with a great deal of support.

Alternatively, a license agreement simply provides an individual or company with the right to use licensed material and intellectual property, such as a specific class format or a branding element that identifies the studio as being associated with a particular organization. A licensor does not control the studio operations of the licensee, but at the same time can also provide a significant amount of support and guidance.

Relevance to your business:	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩
Your level of Proficiency:	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩

Action Steps

How Does Your Business Stack Up?

Goal Setting	1	2	3	4	5	6	7	8	9	10
Leads	1	2	3	4	5	6	7	8	9	10
Conversions	1	2	3	4	5	6	7	8	9	10
Transactions	1	2	3	4	5	6	7	8	9	10
Pricing	1	2	3	4	5	6	7	8	9	10
Profits	1	2	3	4	5	6	7	8	9	10
Franchising	1	2	3	4	5	6	7	8	9	10
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Final Action Steps

BUSINESS GROWTH STRATEGIST



David Olivo is COO of **MarketAtomy, LLC**, and a contributing writer for the ***Six-Figure Coach Magazine***. David is a Business and Guerrilla Marketing Strategy Specialist with expertise in business management, strategic planning, marketing and advertising. Over the past 5 years, he has focused on helping small business owners achieve their (3) primary goals; time, freedom and money. Typical industries he works with include professional services, business-to-business retail and healthcare professionals.

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