



Boost your sales in 90-days!

Business owners ~ Entrepreneurs ~ Division Managers

SMB REVENUE BUILDER™ puts you in charge of your sales and revenue stream. You can expertly navigate the changing economy – ***to gain market share!***

With a sound marketing approach – you will consistently beat the competition, win business, develop new markets, and keep existing customers coming back. Plus increase your cash flow.

SMB REVENUE BUILDER™ includes time-tested as well as innovative techniques. It is a two-track process adjusted to your industry and marketing/sales environment.*

STRATEGY AND PLANNING

Market Analysis

- Quantify market size
- Validate your position/share
- Analyze vertical and horizontal markets

Market Segmentation

- Why segment?
- ID target markets and key customers
- Prioritize markets (by geography, demographics, industry sector, or product offering)

Competitive Intelligence

- Six critical pieces of info
- Establish and maintain sources
- Protecting your info

4P Analysis

- Product/Service Selection – the right balance of products/services?
- Price Strategy – entry level (commodity) pricing versus premium (specialty) pricing
- Promotional Mix – Brand Identity, Value Proposition, return on advertising dollars
- Place/Sales Strategy – brick, click or person to person?

ACTION ITEMS AND EXECUTION

Marketing and Sales Defined

- The similarities and difference between the two
- Combining efforts, activities and resources

*Draft your unique **REVENUE BUILDER PLAN™***

- Techniques to increase market share
- Pinpoint areas of revenue growth or higher profit
- Customized to your organization and needs

Measurement and Benchmarks

- Based upon your industry/selling situation
- Overall Revenue and Profit Margins
- Mix of products/services sold
- Conversion Rates (inquiries, hits, quotes to sales)
- Alignment with **REVENUE BUILDER PLAN™**

Customer Retention Plans

- Conduct Customer Satisfaction Surveys
- Promote Reward Programs, Membership Clubs, or Key/National Account status
- Leverage Technology – email, newsletters, web site, blogs, and social networking

Staff Training and Development

- For alignment with your plan
- Conduct individual skill assessments
- Personalized group and one-on-one training

Continued on Page 2...

Small & Mid-size Business
REVENUE BUILDER™



1-800-766-0462



SMB REVENUE BUILDER™ is a series of discussions with a personalized mentor and coach. The objective is to develop the skills and practices of your people and help you capitalize on greater opportunities. Often times, as we break down the existing barriers to growth, we also uncover hidden areas of additional business.

When engaging the services of a consultant or coach, one must prioritize the areas that will have the greatest/fastest impact on the operation. Your coach can help you identify and clarify your overall business objectives to match them with your sales/marketing effort.

FORMAT

- Sessions are conducted either in-person or over the phone. In addition, clients can choose our **GoToMeeting®** web conferencing option at no extra charge. Between sessions, clients usually communicate with The Sales Coach by phone and email.
- All discussions are confidential and focus on real-life situations. Actual customer information will be reviewed with plans, goals, and action items used as the basis for our work.
- Alternate topics include: Leadership, Interpersonal Skills and Personality Styles (DiSC), Sales Management, Goal Setting, Motivation and Attitude, Listening and Communication, Basic Selling Skills, Negotiation skills, as well as Value Added and Team selling

SMB REVENUE BUILDER™ and **REVENUE BUILDER PLAN™** are designed to chart your course, document your direction and define your marketing/sales approach. They focus everyone's attention on generating revenue and satisfying your customers.

* The sample provided is for demonstration purposes only. ALL programs are custom designed to meet each client's individual needs.

To learn more about a customized coaching solution, please call toll FREE 1-800-766-0462

