

Survive & thrive business development plan for the next 12 months...

I wanted to share with you some thought leadership nuggets I've had the privilege of accumulating on how to improve trading in the current economy. This is prompted by an emergency seminar I attended that provided the audience of marketers, entrepreneurs and business owners a mindset and action plan to survive the recession/depression that many experts say is here to stay. The view is forewarned is forearmed... if you plan & prepare for the worst, things should only be better!

So we've taken this plan, looked it from all angles, added in our 'business development' passion, ethos, nuggets... and, including our own experience and expertise, how we deliver net extra business for our clients. The result is a powerful, practical activity masterplan blueprint (based on proven experiences in the business world) that requires urgent implementation by any company that wants to trade successfully when everything else around is threatening a big downturn. In a nutshell it's a **Survive & thrive business development plan for the next 12 months...**

You may already be implementing some of the items, or you may need some external expertise to implement others, which is where we come in. I believe it would be wise and timely to benchmark where your organisation is right now against this masterplan.

The added value service we are offering here will serve as a barometer of how your company will fare in the gathering economic storm and what action you can take right now to not only weather it, but also thrive. Using the headings below we provide the immunisation solution in a one day workshop. Then you will be in a more fully informed position to guide your company forward on a course of profitable revenue against all the economic odds we are being told are stacked against us.

Weathering the approaching commercial hurricane, a perfect storm of events that will create commercial woe, the following steps must be taken now to manage the pain, (cf book Harry Dent, The great depression ahead). **We can prepare to immunise ourselves, but we must do things differently.** That was the message of the emergency seminar. Here is how to do it. We recommend you accept the invitation.

We are being told that the age of credit fuelled consumption is over. The reality is that more consumers will stop spending than won't, because of the lack of money, and trade customers will stop buying or chop budgets because of fear, pulling horns in, impending inflation and tax worries.

The Darwinian equation has never been more appropriate for those who recognise and harness the opportunity, because the flipside reality is people will still buy (but from whom), business owners will stop or chop marketing (therefore you can harness lower media rates and a less cluttered environment), the wealthy will be the last to be affected, and people are more motivated to avoid pain than seek pleasure. The customer buying process is changing and will change forever.

The mindset for action is this – firstly, speed up i.e. do things faster, take simultaneous action not sequential. The actions you might take sequentially over a 3 year period, do it in 6 to 9 months. Secondly, be obsessed with marketing, which is not just about attracting customers for your skill, but more specifically about pointing out the pain from not wanting / needing / having your skill.

Our offer to you is this – a one on one benchmarking workshop detailing 15 strategies to implement right now in order to weather the storm and strengthen your business platform. Not all of the strategies are new as individual behaviours, but what is frighteningly exciting is that it's all about how you dovetail them so that the impact is exponential. Here's a quick overview:

- 1) Customer ring fencing – protect your existing customer base, how you can do it more effectively...
- 2) Membership – how to make customers feel special, how to do it more effectively...
- 3) Look at your customer data (80/20 rule) - how you can find your best customers and what to do with them...
- 4) Reactivate previous customers – how to do it and why they're important to you now...the secret of PGA (perception gap analysis)
- 5) Sales – why is it the highest purpose of business? What is your approach/belief in selling? How to overcome the British culture view of selling... what is the crucial ingredient to get right? (as practised by many successful entrepreneurs)...
- 6) Referrals – they reduce scepticism and barriers to purchase... why it is even more critical than ever to have a referral system and put it into people's heads (the story of the Australian dentist and why its applicable to any business). PLUS the crucial question any sales person MUST ask. And if it's important to your business... how can you strengthen your testimonials?

... and as an added bonus, we have 27 referral strategies to share; even just for this it's worth doing the benchmarking workshop with us.
- 7) Remarketing – (for internet business), this is a recent big game change... i.e. people who leave your website without action - on average only 1% of people do anything, 99% leave websites and you can't track them... what do you do?
- 8) Extract more value from customers – do it now, but how?
(cf book Stuart Wild, The trick to money is having some)
- 9) Internet traffic and conversions – NB, look outside online media to get people to your website... what to do...
- 10) PPC – why it's the killer tactic...

11) Premium pricing... remember elasticity? According to some experts, only 15% people buy on price, the rest don't... what should you do?

12) Status – how to set yourself apart from competitors...

13) Multiple marketing methods/pillars provide the essential platform for your proposition and its target customer segments...

14) Time (me, my approach)... many business experts say that 80% of your business effect comes from 20% of your time in an average week... how can you overcome this human nature weakness?

15) Mindset – don't let the buggers get you down... how to have a 'resolving' mindset. The secret of focusing on microeconomies, instead of worrying about 'the economy'...

Let's discuss when we can meet sooner rather than later so that we can apply how we've combined all this multi-expert thought leadership to your business for just £2875* ... as I mentioned at the beginning you will then be in a more fully informed position to guide your company forward on a course of profitable revenue generation against all the economic odds we are being told are increasingly stacking up against us.

All the best for you and your organisation,
Rick Pullan

*one-day workshop, preparation beforehand, business development action outputs, VAT excluded, probably way too cheap for the return it will provide...