

“9 Step Business Growth System” Seminar

Increase your Sales & Profits with our Breakthrough Marketing Systems

RESPONSE Marketing Solutions (RMS) is a consulting firm dedicated to systems focused marketing and sales strategies that achieve outstanding results. With successes spanning all aspects of business development (*Advertising, Marketing, Sales and Service*) across almost all industry sectors, Brett Williams (Managing Director of RESPONSE) is now presenting the very best of these marketing strategies and systems in a power packed 2^{1/2} hour seminar.



RESPONSE “9 Step Business Growth Systems”

What is the “9 Step Business Growth System”?

The RESPONSE “9 Step Business Growth System” is a model that provides a step by step approach to developing your business for both short and long term profit growth. Each particular step represents a specific marketing system that in isolation can substantially grow your sales (when implemented correctly). However the true power of the “9 Step Business Growth System” is in the development and integration (in the correct order) of each of these marketing systems into your company’s Marketing Action Plan (MAP). Whilst many businesses rely on one or two ad hoc marketing activities to drive their sales efforts, this “Business Growth System” will help you develop 9 different revenue generating strategies that work together to continuously drive your business to greater sales and profitability.

The 9 Business Growth Systems that Increase your Bottom Line (a taste of what’s to come in the seminar)

1. Measurement Systems & Market Research -

Track the success of your different marketing activities and sales conversion rates, change what doesn’t work and invest more time and money in what succeeds. Research your clients to identify what they want and what they find frustrating.

2. Points of Difference - Consistently and clearly communicate your Points of Difference to prospects and clients throughout all marketing, sales tools and points of contact, and this will work on multiple fronts to create more leads, better sales conversion, greater customer retention and more word of mouth.

3. Sales System - Improve your Sales Conversion Rate, Average Sale Value and Gross Profit by testing, refining and systemising your sales presentation, sales materials, offers, closing techniques, cross selling and upselling approaches.

4. Service Delivery System - Develop a series of “Must Do” steps with every sale that will exceed your customer’s expectations and create increased customer loyalty and word of mouth referrals.

5. Customer Marketing/Retention Program - Communicate and market back to customers on a regular basis and this will achieve both a high customer retention rate, increased purchase frequency and less price sensitivity.

6. Word of Mouth Marketing Systems - Harness the power of word of mouth by developing ongoing Strategic Alliance Programs and Referral Programs that work each and every month to introduce prequalified and endorsed new prospects to your business.

7. Key Account Relationship Marketing - High value prospects have high switching costs, however an extremely successful way of winning the large clients is by developing a 6 step (or more) relationship marketing program that gradually wins business at each step during a period of 6 months.

8. Direct Marketing Programs - The power of a well executed one to one communication by mail, email, face or phone direct to your prospect can create substantial new business, but when developed as an ongoing “drip feed” system, the results can multiply and compound your growth.

9. Advertising Programs - Whether it be through broadcast, print or web media, advertising when developed with direct response principles in an ongoing program (that is continually tested and improved upon) will usually have a more immediate (and ongoing) return on investment than traditional one off campaigns.

“9 Step Business Growth System” Seminar

The Seminar

The RESPONSE “9 Step Business Growth System” Seminar is your next step in learning:

1. The many different high leverage strategies to grow your business
2. What order or sequence to develop these strategies
3. How to implement each strategy effectively
4. How to develop each strategy as a system that keeps working to grow your business every month and year to follow.

This powerful “learning experience” will give you a host of new ideas on how to supercharge your sales and profit growth. Furthermore, Brett will discuss some of the key “Implementation Tactics” for each strategy so you can immediately apply these strategies to your business with considerable success. To help you understand the concepts, he’ll provide real life “local” examples of how these strategies have been applied with great results. There is no marketing theory in this seminar, only reality based strategies and systems that will work if you apply them.

At the seminar, you’ll also learn about how to develop your **MAP (Marketing Action Plan) To Success**, so that you can quickly develop a marketing program that will achieve the best *Return on Investment for your efforts* (please refer to our website www.responsemarketing.com.au for more information on the “MAP to Success” workshop and the “9 Step Business Growth System” seminar).

The Investment

The “9 Step Business Growth System” Seminar is offered at the incredible value of \$40 per person (inc GST), or \$30 per person (inc GST) for bookings of two or more. This is an extremely small investment for the many ideas, strategies and systems you will learn that have created hundreds of thousands of dollars in profit growth for the companies that have already applied this knowledge to their business.

The Presenter

Brett Williams established RESPONSE Marketing Solutions in 1999. Operating as a full service marketing agency, every single strategy discussed at **RESPONSE seminars and workshops** has been developed, implemented, tested, refined and improved by Brett during his experience consulting with hundreds of WA businesses across most industry sectors. This has resulted in many big (as well as small) success stories.

Prior to RESPONSE Marketing Solutions, Brett spent 7 years working in a variety of marketing and sales roles for direct marketing agencies, an international marketing consulting firm and in corporate marketing roles. Brett holds a “Marketing & Management” Commerce degree from Curtin University and was awarded “top of state” in 1998 in the *Australian Direct Marketing Association Certification Course*.



Brett Williams, Managing Director & Presenter at RESPONSE

Visit www.responsemarketing.com.au for more information on the “9 Step Business Growth System”, Seminar Dates, Online Bookings, or any further information on *Response Marketing Solutions*. Alternatively, call 08 9474 1211 to make your seminar booking direct with our office.

Here’s what clients are saying after implementing our marketing systems

“In the last 5 years, Minuteman Press has increased our sales by 412%, and we have achieved this whilst growing our gross profit margin each year.”

David Kegen, Minuteman Press

“We made over \$100,000 in direct and contract sales from a single weekend event (what we previously took 4 months to make). The marketing has certainly paid off we’ve now quadrupled our business.”

Glynis Hoffmann, Gym Tonic

“After attending the RESPONSE 2008 workshop and implementing the marketing systems, we went from 300 studio bookings per month to 882 bookings, an increase of 194% in sales consultations.”

Vic Natoli, Viva Life Photography

“I gained 329 new clients from one strategic alliance mailout, and 360 from another. A lost client mailout returned 666 clients out of 1826, a conversion of 36.5% ... our average sale has gone from \$65 to \$90, our new clients have gone from 23 to 89 per month.”

Julie Jeffery, Pierrot’s Hair Studio

“We targeted and won the business from two of the largest Australian companies. Our sales growth is now over 1000% and we’ve established a nationwide brand.”

David Cooper, St Francis Pharmaceuticals

“Within just 11 months of the RESPONSE course, I’ve already seen a 135% increase in sales.”

Dawn McKinnon, WA Brickmatch

“After upgrading our sales proposals and marketing systems, we’ve now doubled our net profit in less than one year.”

Francis Fragomeni, 3 Monkeys Audio Visual

“Within only 8 months of the course, my auto service business was now run fully under management. We’ve also doubled our average sale and grown 134% in turnover. With extra time and new skills to work on my quad bike wholesale business, I’ve secured 8 new resellers and increased our sales by 348%.”

Mark Penrose, Penrose Automotive

For more testimonials please visit www.responsemarketing.com.au



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