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“Sales & Marketing Strategies To Position Your Business For Explosive Growth”

Abstract:

Do you remember the vision you had for your business when you first started? The exciting plans for growth, customers, income and freedom. Sure, you were a little afraid of your new venture and on edge about the competition, but each new achievement was still very exciting. Well, that excitement is about to start all over again. You’ve already made the investment in time, money, blood, sweat and tears. You have customers, clients or patients who believe in you. You’re already doing a lot of things right. If you’ve ever thought that a competitive advantage is what you need to ensure business success, this program will provide you the advantage you’ve always hoped for.

Whether you’re a beginner in the world of marketing or a seasoned professional looking to be brought up to date on the latest techniques and strategies, this session is for you. This seminar will cover the core areas of each marketing channel to attract prospects and convert prospects into buying and repeat customers. From innovative offers and propositions to copywriting and design—across digital, direct, and integrated marketing—all with detailed examples and step-by-step tactics. You’ll come away with a firm grasp of direct marketing’s best practices and the practical strategies needed to implement them.

This session will focus on showing you how to increase sales, improve customer service and improve your bottom line profits.

Key Points:

- Why some business owners can only attract a few customers while others have thousands or even millions?
- Why so many business owners struggle to survive while others double or triple their company’s sales every year
- How to take your business to the next level and position in the marketplace
- How to get the maximum results from your marketing efforts
- How to make your business so radically different from your competitors’
- How to acquire more new customers without spending thousands on advertising or a sales force
- How to increase your bottom line exponentially not gradually
- How to uncover ten or even hundreds of thousands of dollars buried in your business
- How to isolate and quantify a select group of result areas that hold the key to exponential growth in your business
- How to optimize your business strategy by testing, measuring, evaluating, and systematizing
- How to uncover hidden assets and overlooked opportunities
- How to leverage your marketing so you control downside risk while retaining unlimited upside potential

The workshops are available for Full or Half Day programs from 4 to 8 hours based upon your needs with morning, and afternoon lunch breaks, and can be re-titled to match the theme of your event.