



Silver Bullets for Business Growth



Providing creative solutions to difficult marketing & sales challenges, based on experience with companies in over 50 different industries.

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The US economy seems to be “chugging” along in spite of rising oil prices and health care costs. Small businesses, for the most part, are doing pretty well. However the selling landscape for many is changing and they aren’t giving it the amount of serious attention it deserves.



US business has not been very active or good at innovation during the last decade, preferring to sit back and enjoy the good times. There is a rapidly growing need for more US innovation and those teaching these unique skills are seeing it first hand. One friend who consults on this cannot keep up with the demand.

Winners are always thinking one step ahead of their biggest competitors. What are you doing to create a stronger competitive advantage?



New Customers

A recent Business to Business survey reported that 62% of respondents ranked “getting new customers” as their priority marketing goal. As part of this effort they are seeing they must use a combination of tools, some very new and strange – pod casts, web advertising and commando event tactics. It is my experience that if a business wants to grow rapidly it must spend at least 60% of their marketing efforts toward new customers. The sales force won’t like this because it is harder work but it is necessary to win big growth.



Chief Marketing Officers Continue To Have Short Careers

Like CEOs, CMOs continue to feel the pressure of getting results, sooner rather than later. With rapidly changing marketing landscape of the world this is harder and harder to do. While CMOs are getting a little more respect from their CEO there still isn’t enough, in my opinion. Leverage has been and continues to be the “one-word” secret to success. If the CEO doesn’t understand this, the CMO is doomed. Just giving someone the CMO title isn’t enough. They need tools, outside help and support from the very top person.



Serious Questions for Small Business Owners Who Want To Grow

- ✓ Do you know what customers and prospects say about your business when you aren’t around?
- ✓ Do you know what your employees say about working with you, when you aren’t around?
- ✓ Do you know what your biggest competitors say to mutual prospects about your business value proposition?
- ✓ When was the last time you took a customer on a prospect call?
- ✓ Do you know your employees’ strengths and weaknesses...especially the weaknesses you don’t see?



Funnies

Try These for a Laugh

- ☺ Order diet water whenever you go out to eat...keep a serious face.
- ☺ When your money comes out of the ATM, scream...I won! I won!
- ☺ In the memo field of our personal checks write something different..."for smuggling drugs", "escort service".

Bumper Stickers

- ☺ Some people are only alive because it is illegal to shoot them.
- ☺ I used to have a handle on life but it broke off.

Blonde Logic

Two blondes living in Oklahoma were sitting on a local lake beach...one blonde says to the other..."Which do you think is farther away...Florida or the moon?" The other blonde turns and says..."Helloooooo, can you see Florida? Duh..."

Lost Luggage





A business traveler couldn't find his luggage on the carousel. He went to the Lost Luggage Department and told her his luggage hadn't shown up. She smiled and told him not to worry because she was professionally trained to help with this problem. Her first question: "Has your plane arrived yet?"



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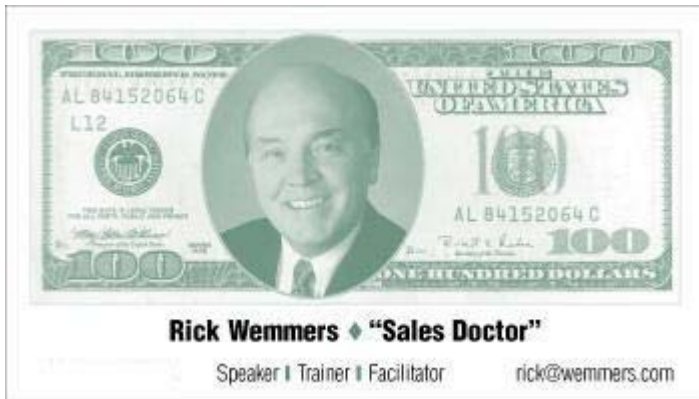


Rick is also available for:

-  Strategic Planning Sessions & Counsel
-  Sales Force Assessments & Training
-  Rapid Business Development Talks
-  Competitive Intelligence Gathering



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