



Silver Bullets for Business Growth



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

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✓ ***Building Employee Enthusiasm For Work***

A recent survey of over 100,000 workers at big and small companies revealed three factors affect employee enthusiasm most:

- * Equity (fair treatment and wages).
- * Achievement (job and company pride).
- * Camaraderie (being part of a cohesive and productive team).

When all three factors are present employee enthusiasm hit 34%; with only two present, enthusiasm sank to 8%. When was the last time you surveyed your work force on these factors?



✓ ***Not 50% of Advertising is Wasted, Just 37%!***

A new book titled “*What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds*” reports on 5 years of research with advertising of 36 major advertisers. The book includes shocking anecdotes and confessions of how

broken and dysfunctional the marketing industry truly is. If you have always had some doubt about how much of your advertising was really working, this is worth a read.



✓ ***TV Advertising Clout Dropping***

McKinsey & Company reports that traditional TV advertising will be one-third as effective in 2010 as it was in 1990. The report includes such numbers as: 65% of consumers feel they're bombarded with too much advertising; 54% avoid products they feel bombard them and the television viewing audience has dropped by almost 50% during the past 10 years.

Forrester Research reports people ages 18-26 spend more time online than watching TV. This group is also more receptive to blogs, podcasts and mobile web casts. BUT before you jump there you should review other current studies which are questioning the services and methods who are reporting audience numbers for these new mediums. Lots of controversies about how good the numbers really are so look long and hard before you leap.



✓ ***Engaged Employees Make BIG Difference On The Bottom Line***

Employees who believe, energetically, in an employer's mission are necessary for any company to success over the long term. A recent study involving over 600,000 employees and 70+ companies revealed the following:

Companies With Highly Engaged Employees

- Operating income improved 19.2 (low engaged dropped 32.7%)
- 13.2% improvement in net income growth (low – 3.8% drop).
- 27.8 % EPS growth (low- 11.2% drop).
- 5.75% improvement in operating margin.

Too many employers see employees as a “cost” rather than an “asset.” Which are you? How much time, money and effort do you spend learning what your employees “really” feel about working for you? Do you know what they say when you aren't around? Workforce commitment levels are a reflection of the CEO's priorities on this issue.

Footnote: Another recent study shows the percentage of workers describing themselves as being “very happy at work” has dropped to under 47%. This compares to 54% in 1994. Only 28% consider themselves very/extremely successful compared to 40% in 1994.



Rick has just returned from very successful engagements in California, South Carolina, Florida, Washington, DC, and New York and will be giving more business owners new growth ideas in the following cities in 2006:

- ★ Atlanta, October
- ★ Roanoke, October
- ★ Savannah, October
- ★ Orlando, November
- ★ Atlanta, November & December
- ★ Plus many more already scheduled for next year!!

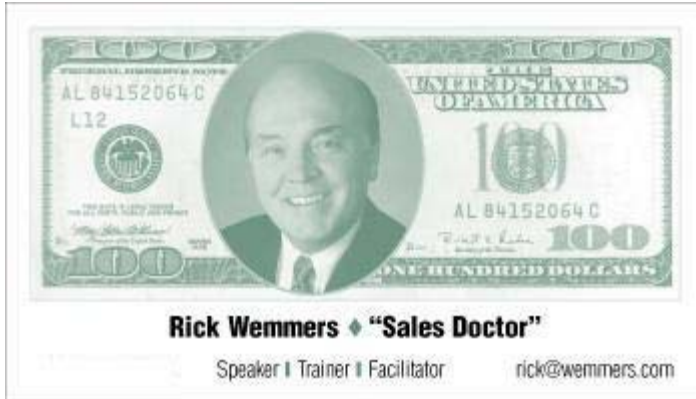


Rick is also available for:

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



*******Send us a personal email within the next 72 hours and receive a FREE sales behavior assessment (a \$75 value). *******



Have a sales or marketing question? Email us for a personal no obligation response.

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