

## Marketing Mentor Program

Get more clients, keep more clients, make more money

### Overview:

The **Marketing Mentor Program** is a proprietary process designed to systematically improve the results of your marketing and sales efforts in an integrated way. Simply put, it is designed so you **GET** more clients, **KEEP** more clients, and **MAKE** more money with less time and effort.

David is available to individually work with **exceptionally brave, smart, and fast** business owners, independent professionals, consultants, authors, and speakers.

Everything (from big-picture strategy to day-to-day tactics and execution) is custom-tailored around your strengths, personal preferences, and the needs of your particular business.

### Program Options:

- **Option 1: Continual Access.** \$1,000 for a 4- hour block of one-on-one phone consulting (normally used in 30-60 minute sessions) plus unlimited email access between sessions. Phone calls returned with priority and emails replied to the same day.
- **Option 2: Full Day Access.** \$3,500 per day for one-on-one consulting in person in the Philadelphia area. \$5,500 per day plus expenses for full-day consulting sessions requiring travel.
- **Option 3: Hourly Access.** \$300 per hour for one-on-one phone consulting (used in two 30-minute sessions or one 60-minute session). Or use the email-only option and get 2 hours of email consulting for the same price as one hour of phone time. Perfect for those laser-focused sessions where you want help, advice, or strategies on a particular issue or challenge.

### Results Clients Receive:

Although sample client results are provided on the **Timeline** on the next page, here is a partial list of results clients have received:

- Integrated step-by-step process to establish consistent sales and cashflow
- Improved articulation and distinction
- Eliminated price objections, while raising prices by up to 300%
- Branding, packaging, and innovating new services
- Fine-tuning pitches and presentations to increase quality and quantity of closed sales
- Creating a value-first marketing pipeline
- Replacing cold calling with intelligent prospecting
- Ramping up publicity and writing articles
- Creating and marketing speaking engagements, including exposure at national meetings
- Updating and revising website copy/layout
- Fine-tuning final proposals to increase hit rate
- Rewriting sales letters and direct mail to increase response rate by up to 100%
- Making sales and marketing easy, effortless, enjoyable... and (at last!) effective

### UNCONSULTING Biography:

**David Newman** has been helping solopreneurs, business owners, and independent professionals with sales and marketing strategy since 2002. Before that, he worked as an internal and external consultant for 10 years, helping hundreds of client companies of all sizes. David has written 8 books, including *Sales Science*. David brings big-company thinking together with entrepreneurial ideas to generate marketplace success.

*"Having experienced a multitude of sales training programs, I was astonished at the tangible and immediate results of David's action-oriented program. I walked away with 2 results – an increase in clients and revenue, and a yearning to continue to apply these skills. Finally, something that works!"*

-- Gail Welkes, President, Focus Personnel

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### Sample Timeline:

The following timeline is based on a typical client engagement of 6 months with Continual Access:

#### Month 1: Assessment and Goal-Setting.

Analysis of your current marketing tools, sales process, typical client profile, and identification of areas for growth.

**What you get:** 21-point marketing tune-up; compelling articulation of what you do, who you do it for, and how you're different; fact-based client-centered sales tools, and target client value profile.

#### Month 2: Marketing Materials Development.

We look at everything you've got – sales letters, brochures, faxes, website copy, postcards, one-sheets, press kits, flyers, and written materials of any kind. We align it with the research and goals determined during Month 1 and revise or supplement any necessary pieces.

**What you get:** Complete and integrated marketing toolkit.

#### Month 3: Sales and Marketing Execution.

After goal-setting and building your toolkit, you move into sales implementation. We develop customized tactics for each of the four phases of your sales process – prospecting; following up; getting appointments; closing sales.

**What you get:** Ten Most Wanted sales prospecting tool; end-to-end sales process design; interview skill development; client acquisition strategy; client retention tools; customized 28-day marketing action plan.

#### Month 4: Direct Contact and Pull Marketing.

With your action plan in place, we identify, contact, and present to specific prospects on your Ten Most Wanted List. Pull marketing tactics include writing, speaking, and building your expertise in front of audiences likely to buy.

**What you get:** Direct contact toolkit; keep-in-touch campaign development; writing and speaking topic development; ghost-writing articles/white papers.

**Month 5: Sales Support.** You'd raise questions about a coach who doesn't want to get his feet dirty on the field, right? We join you for client meetings, sales calls, pre-meeting strategy and post-meeting assessment.

**What you get:** Proposal review and revision; sales call feedback; sales conversion analysis and action plan to improve it.

#### Month 6: Assessment and Troubleshooting.

By now, your sales process and sales results should be approaching your program goals. Using the tools and strategies developed so far, we review what's working, what's missing, and how to meet any newly uncovered objectives.

**What you get:** In the final phase of our work, it's not unusual to revisit and fine-tune any tool, strategy, or tactic developed thus far to increase its effectiveness, and to substitute or eliminate anything that's not generating results.

**Follow-Up:** Anywhere from 30-45 days of continued regular contact can be expected after a full program to keep your new skills on track, provide feedback and advice, and reinforce your hard work over the last 6 months. My door remains open to all past clients, and I'll always want to hear about your many future successes!

*"David Newman has to be the hardest working guy in sales training. Even after we finished working together, I would get calls and emails from David about another idea he had for us. One of his ideas alone helped me more than triple the revenue from our core service. He far surpasses any course I have ever taken, any book or tapes I have read. You cannot hire a better person for your company than David Newman."*

*-- Mary Broussard, CEO, The Barter Connection*