



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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Tip # 1 – Product Sampling Works Better Than...

In a recent market survey, 76% of business travelers could remember the advertiser's name if they had received a product sample within the last 12 months. This compares to only 53% who had read an advertisement for the same product in the past week. This ties in with increasing activity by manufacturers using "mobile marketing" giving prospects the opportunity to feel, smell, and use products. If your sales are slower than you want, consider product sampling, demonstrations or premiums with brand name.



Tip # 2 - Advertising Insights

Most advertisers don't know what their ROI is on this usually expensive line item. Here are some interesting, current insights:



91% of moviegoers said they noticed/remembered ads before movies. However, 53% said they felt theatre operators should stop this practice.

- ✓ Coupons influenced purchase decisions by 52% of grocery shoppers. Newspaper inserts were second and word of mouth was the third highest purchase decision influence.



Tip # 3 – Leverage Your Employees Better

Leverage is the long-proven, most powerful secret to success. Virtually all successful people and businesses have used “leverage” to do more with less, climb higher than those who don’t use this tool. Here are some current ideas:

- ✓ Sales teams still don’t make cold calls very well, if at all. A recent survey shows 42% of sales people just don’t like to or make cold calls. Imagine their frame of mind when they do make them? **There is proven sales training that eliminates this. Try it!**
- ✓ Chief Marketing Officers say they don’t have enough time to think strategically. They spend way too much time on administrative duties, not vital to their job responsibilities. **When was the last time you reviewed your CMO’s job description to eliminate “time wasters?”**
- ✓ 39% of employees surveyed said their contributions and accomplishments at work are rarely, if ever, recognized. While 71% of managers said money was their top motivator, 67% said personal recognition was a key performance driver.
 - **How does your company compare to these numbers?**
- ✓ New numbers show there are new reasons why sales people cannot seem to breakout of a slump. Called “sales saboteurs” these mental obstacles are holding back many potentially top performers and a whole lot of mediocre ones. **A simple sales behavior assessment shows all, tells all – helps cure.**
- ✓ When was the last time you brought your dealers in for an unusual, highly uplifting meeting experience?
 - Research suggests that dealer power is very often overlooked, under-utilized to move company sales.



Cocktail Talk Pearls

(some “zingers” to drop)



64% of internet users say they have “regifted” presents and 20% have sold them.



Nearly 10 million Americans have had their “privacy compromised”. Most due to theft or lost wallets or credit cards not the Internet.



Confidence is contagious and so is the lack thereof.



How you meet and handle adversity is a measure of your metal.



A raisin dropped in champagne glass will bounce and bounce and bounce.



40% of MacDonald’s profits come from sales of Happy Meals.



Ketchup was sold in the 1830s as medicine.



A few ounces of chocolate can kill a small dog.



Bumper Stickers



Driver carries no cash – He’s married!



Where the heck is Easy Street!



Keep Honking... I’m Reloading



Jesus is coming – look busy.



Country Wisdom

- ★ Country fences need to be horse high, pig tight and bull strong.
- ★ A bumble bee is faster than a John Deere tractor.
- ★ Two can live as cheap as two, if one doesn’t eat.
- ★ Don’t corner something meaner than you.

★ Every path has some puddles.



Rick will be giving business owners new growth ideas in the following cities:

- | | |
|---------------------|--------------|
| ★ Santa Barbara, CA | April 12, 13 |
| ★ Atlanta, GA | April 18, 19 |
| ★ Roswell, GA | May 5 |
| ★ Minneapolis, MN | May 9 – 10 |
| ★ Orlando, FL | May 12 |
| ★ Tampa, FL | May 13 |
| ★ Orlando, FL | May 17 |
| ★ Washington, DC | June 15-17 |



Rick is also available for:

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



Have a sales or marketing question? Email us.

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