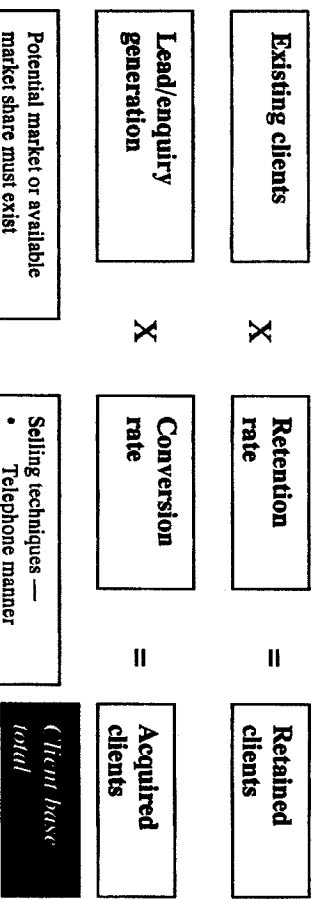


## Your Results Key Leverage Chart

*These are the concepts that we'll be developing with you during our Partnership*



**Client base total**

**Transaction frequency**

**Average transaction**

**Revenue**

Potential market or available market share must exist	X	Selling techniques — • Telephone manner • Focus on clients' needs • Problem solving
Referrals — • 3 <sup>rd</sup> dimension • systematize • ask/encourage • networking		
3 <sup>rd</sup> dimension — • Tapping into other people's client base • Cycle of life • Endorsed mailing • Piggy-back mailing	X	Qualified leads initially
Buy lists of other companies • Non-competing • Failed competitors		
Unique Core Differentiators • Pre-emptive • Actual • created	X	Offer — • Reason to act or go further in transaction • MNW — front end offer
Risk reversal		
MNW — front end acquisition	X	Risk reversal
Perceived value		
Direct mail	X	UCD
Telemarketing		
Events	X	Education — giving reasons why
Information nights		
Advertising	X	Nurturing — • Educating/info • Bonuses/gifts
Passing trade — draw in with signage offers		
Luck, chance	X	Frequent personal communication
	X	Performance exceeding expectation

Must have back end or potential to develop one	X	Frequent personal communication — • Schedule • Rolling calendar
Nurturing		
Direct marketing — • Capture names • Compile and maintain database • Ask to come back • Direct response ads • Direct mail • Telemarketing	X	3 <sup>rd</sup> dimensions — market or endorse other people's products
Events		
Increase range of complementary products and services	X	Until further notice

Selling techniques — • Up sell • Cross sell • Merchandising • Point of sale	X	"Package" products and services together as one
Price		
Multiple incentives	X	Profit

Margins • What the market will sustain — test! • Don't have to stick to industry average	X	Price • Don't under-value • Increase market position
Cut costs — "normal" Accountant's approach		

*Most traditional marketing and advertising concentrates purely on lead and inquiry generation...to increase "market share." What most businesses fail to do is maximize the use of those inquiries and then fully utilize their existing and newly acquired database.*

*The acquisition costs for a new customer can be so prohibitively high that is a business only concentrates on generating new leads, they are marketing inefficiently and will most likely fail.*

*The greatest leverage for a business can be in other areas such as the conversion or retention rates, or increasing the transaction frequency or average value of a transaction.*

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