

Specifically for Local Businesses

Five Forgotten Marketing Secrets

a

That Will Ignite Your Sales

By: **Margaret Ornsby**

More Customers More Sales
www.morecustomersmoresales.com.au

Published by:

More Customers More Sales
Margaret Ornsby
Cheltenham VIC Australia
margaret@mcmsa.com.au
www.morecustomersmoresales.com.au

LEGAL NOTICE:

The legalities below can be summed up in two words – “play nice”

In plain English:

Please do not share this book with others.

Considerable investment in time and money has gone into the making of it, with the intention of providing valuable insights to our friends, customers and partners who appreciate and respect the work we do. Sadly there are others who do not and might be tempted to be naughty. Let's not give them the opportunity.

More along the lines of a lawyer...

All rights reserved. No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopying, recording or by any information storage or retrieval system without written permission from the author, except for the inclusion of brief quotations in a review.

Disclaimer

This manual is designed to provide information in regard to the subject matter covered. It is sold with the understanding that the publisher, author, and advisers are not rendering legal, accounting or other professional services.

It is not the purpose of this manual to reprint all the information that is otherwise available to authors, printers and publisher, but rather to complement, amplify and supplement other texts.

Every effort has been made to make this manual as complete and as accurate as possible. However, there may be mistakes both typographical and in content. Therefore, this text should be used only as a general guide and not as the ultimate source of published information. Furthermore, this manual contains information only up to the printing date.

The authors, advisers and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the information contained in this manual.

Copyright © 2013 by: Margaret Ornsby
1st Edition



TABLE OF CONTENTS

Setting the Stage.....	i
Focus on Selling the Better Mousetrap.....	1
Your Marketing Mission	2
Treat Your Customers As If They Mean Everything To You, Because <i>They Do!</i>	7
The Dollar Value of a Customer	8
Don't Sell Products And Services, Sell What They Do	10
Choosing Your Marketing Advisor Carefully	12
Summary.....	13



SETTING THE STAGE

A marketing crusade is an all out effort to convert prospects to your product or service, your company, and your way of thinking. **Ninety-nine percent of the success of your business will result from the success of your marketing efforts.**

You can have a great product or service, but if you don't know how to get it into the hands of your potential customers or clients, you will go out of business before you even start.

Think of your marketing efforts as the work of a missionary or the launching of a crusade, because only the dedication and the determination of a missionary or crusader will assure your marketing success.

Crusaders are driven by more than just their desire to sell someone on buying their product or service. Their goal is to convert the world to their way of thinking.

When your business launches a marketing "mission", it takes a different approach to marketing than what is traditionally done.

Traditional thinking must be set-aside in favour of your crusader goal. In a traditional effort, the real motivation for most marketing activity is to make a quick buck. That's nice to do, but that's not all you need to stay in business.

As a crusader, your business goal should become a commitment to win your customer's *lifetime business and loyalty*.

The goal of your marketing is to change the way your customers think about your products or services. Your prospects and customers **must** see your business as **the easiest and obvious way** to solve their problems or satisfy their wants and desires. Then your goals and your growth will be met as a natural result.

If you manage your sales growth properly, increased profits will follow. Immediate profits are important, sure. But to build a solid business, short term is nowhere near as important as long-term profits. To ensure your business will continue to profit for the long-term, your real objective is to convert your prospect into a customer who shares your vision of what you're trying to accomplish and is a true believer.

Vision is a problem with the normal sales approach. There is little vision save the short-term - the immediate sale. There is little or no real focus on what is called "back-end selling", or the "Lifetime Value of a Customer" which I'll explain more about later.

What is your vision?

Is your business focused on an area of interest of your prospects, customers, or clients?



Are you driven passionately by the need to help them or yourself?

Why should prospects and customers do business with you rather than a competitor?

What will not only cause your customers to return again and again, but also inspire them to tell others to buy your products and services as well?

Can you take that vision, put it into a main sales and marketing concept, and use that as the differentiator over your competitors?

I am going to show you how to launch your marketing mission and how to re-think your entire mindset on how real success is created whether you want to use this to market yourself or your business.

Everyone lives by selling something

- Robert Lewis Stevenson

Life is about marketing and selling.

Think of it this way, you start out as a cute little newborn baby and you're selling your parents on responding to your every whim. You're selling "come play with me" to your siblings and friends. Throughout our lives, we re-package and re-market ourselves continuously. We sell our parents on caring for us. We sell our spouses on staying with us. We sell our children on obeying us. We sell bosses on employing us.

By trial and error, some of us come upon the right marketing approaches and the right sales techniques that tend to work better than others.

If you're not a good salesperson, you can have some difficulty in life.

If you are a good salesperson, you're going to succeed.

If you're a great salesperson, you're going to be able to obtain your heart's desire.

Whatever your current level, the following techniques covered in this course will give solid foundations to enable you to do it better.



1. FOCUS ON SELLING THE BETTER MOUSETRAP

You may have heard the expression “If you build a better mousetrap, the world will beat a path to your door”.

Since you’re in business, your experience has probably proved this is a *huge myth*. You may be the best at what you do. You may have the best product or service, **but you will go broke if you don’t have customers**. You’ve probably already figured this out.

Unless and until you properly market your product or service, no one is ever going to even look for the path to your door regardless of how unique it is. **Marketing’s ultimate role in the sale of your product or service is at least 80% of the success of your business.**

Marketing is more than just selling. It encompasses everything from creating the image of your company and product, a colour scheme, location, background, and a lot more. Marketing’s goal is to take your valuable product or service (your better mousetrap) and position it as an **“I can’t live without this product or service”** or “I can’t live without that mousetrap”. It’s so great it’s even good for the mouse!

Once your prospective clients or customers really understand what your business stands for and what your vision is, and realises your products or services are vehicles that will fulfil their goals and satisfy their needs, then sales are a natural outcome.

One example of this vision might be someone creating a mousetrap that allows the mouse to go into the trap via a one-way door and then can’t get out. You can take that trap and let the mouse out in the woods without killing the mouse. For some people that’s a better mousetrap.

It might be a health food store whose vision is making it easy for people choose to eat healthy foods in order to enjoy a greater quality of life and ultimately live longer.

When the customer finally realises and grasps your business vision **they will be a customer forever**. That is if your business continues to use strategies that I will show you here. You will earn your customer’s loyalty and trust. Your customers will keep additional business coming your way by continually buying from you and referring their friends and relatives.

Your marketing investment will be returned to you over and over again and create residual income. Now isn’t that what you thought would happen when you got into your business?

Following sound marketing methods is the only way it will happen!

The practical result of having these customers for life might mean you can grow your business from your existing customers. You don’t have to continually strive to get new customers.

Research shows getting new customers costs far more than selling to existing ones.

2. YOUR MARKETING MISSION

A true marketing mission includes non-traditional marketing areas as well. Some of the areas are philosophical and some have scientific underpinnings to launching a marketing crusade.

Let's break these down a little:

CUSTOMERS

Customers need to be treated as the most valuable asset you have. Never forget how difficult and how expensive it is to create a prospect lead and then turn that prospect into a customer. Each customer or client contact must be treated like the marketing opportunity that it really represents.

Reverse the self-interest or greed that wants you to make the sale. Stop seeing everyone with a dollar sign on their forehead, and start thinking of how *you can fulfil that customer's wants and desires.*

PRODUCT OR SERVICE

How can you weave your marketing mission into your product or service?

Rather than offering products or services that you *think* people want, select the right mix of services and products based on *research* you do with your potential prospects and past customers. **Give them specifically what they've identified as their needs and wants.**

In other words, do **test marketing** to find out what they want.

The easiest way to do this is to *ask them what they want.* Then you select your products and services based on your business' ability to sell them and service your customer's or potential client's wants and desires.

Weave your marketing mission into your research. Any time your research and development efforts involve any new products or services, directed toward a customer based study of proven customer needs and wants.

Go out and ask them what they need and want, and then research and put together products and services that will fulfil those needs and wants. **No other research is as important as determining what are the wants and desires of the people you want to serve.**

Weave your mission into the innovation of your company. Any changes and improvements in your business gives you another business asset, and adds value to your business.

Before you make any changes to any of the characteristics of your business, products or services, first consider how these changes will be viewed and accepted by your customer base. That's who you're in business for - not for yourself.

If the innovation passes the test of your customers, then it's logical to pursue it. Make sure you also look at any changes from a logical business point of view also. How much will this change cost? Will it save time? Will the reliability improve? Will there be added features? *Can you do it at a profit?*

PROFIT

Weave your marketing mission into profit. As soon as you take the perspective that all profits originate from sales, then it's much more logical to assign a disproportional amount of time and effort into ensuring the stream of cash flow from sales is maintained or increased over time.

This is a function of marketing. This is where your marketing mission should direct your attention as business owner.

Most small businesses have gone out of business due to lack of cash flow and profitable sales.

Here is an Internet example to show you what I mean. Remember the dot.com boom? There was a company called Pets.com.

They had this great idea that they were going to make a fortune selling dog food online. Investors poured millions of dollars into this idea. Friends of mine bought a 40 lb bag of dog food from them and they shipped it via UPS for free. They didn't pay anymore from them than they would have paid at a local store.

You can't ship things that way, 40 lbs for free when you only charged \$24.00 to start with! Do you see my point here? **What was their marketing plan?**

Implement your marketing mission into your package.

PRESENTATION

Pay attention to the way a product actually looks, the way it is presented, the way it's packaged.

If you are in a service business how is that service rendered to the customer?

This will have a profound effect on the ability to sell what you're offering.

Here is an example I read about. There's an appliance repair company that sets a specific time to come to your home to make the repairs. They show up in white shirts and ties. They wear coverings over their shoes so they don't dirty your floors and they take them off and put them on when they go back and forth to their trucks. They also spotlessly clean the area where they were working before they leave.



How would you like them to come to your house? The owner of the company has more business than he can handle.

As an owner, you never want to forget how important the **packaging of your product or service is**. It encourages prospects to buy, and to refer other prospects to your business.

If you're a service business such as a contractor, you don't want to be sending workers in with ripped up blue jeans, dirty shirts and unshaven. *You want them to be packaged presentably.*

If you're selling a product, obviously you want it to be well-made and well put together. You don't want nuts and bolts falling off or chipped paint.

All of this **attention to detail** needs to be part of your marketing mission.

INVENTORY

Your inventory selection can be woven into your marketing mission. If your business is inventory based, then the selection of that inventory will, to different degrees, be important to the overall sales success.

One of the more important aspects of inventory is selection. You want to approach these decisions with marketability in mind.

If you don't, all of a sudden your inventory won't turn over properly and you'll wind up with dead stock that will either be difficult to sell (require deep discounts to move), or you won't be able to sell it at all. If it's perishable it may spoil, then you have to dump it.

Do your homework! Find out what the top movers in your industry are and always have them in stock. Don't allow manufactures to force slow movers on you, no matter how good the margin or the deal on offer.

There is one guiding principle you can apply to many aspects of your business and it applies here. It's called the Pareto principle, also known as the 80/20 rule. If we apply it to your business, we can safely say 80% of your dollars will come from 20% of what you sell. Figure out what that 20% is and have it in stock at all times.

An inventory management program will allow you to see what's selling how often, to see trends in purchasing, to learn graph out product sales and much more. By managing you may see a new trend of purchases and adjust your inventory accordingly so you're not caught off guard.

TRANSPORTATION

Weave your marketing mission into transportation. If you're going to deliver products and services, your ability may be keyed to its marketability.

If your product actually requires delivery like furniture, then your ability to make these deliveries in a quick manner is significant factor to the sale.



If your business service requires that a technician or a contractor goes to the home or business, then your ability to schedule that technician in and out of that customer's life is very important to their satisfaction and the continued success of your marketing program.

Can you use an aspect of your transportation or delivery into your USP? Can you use "same day delivery", "overnight delivery", "free delivery" to set you apart in your industry?

ADVERTISING

Weave your marketing mission into your advertising. It's no surprise advertising is critical to the marketing success of your business.

However, what's not as obvious is the role that advertising can play in actually promoting the different aspects of the marketing mission to your potential clients.

If your business doesn't adhere to this marketing mission approach, you are wasting your money on advertising, and losing huge opportunities to distinguish your business from your competition.

All of your advertising should prominently state your USP.

SALES FORCE

Your marketing mission should connect with your sales force, if you have one. A well-trained sales force should be aware of all the elements of your marketing mission.

They need to be trained to point out the USP to each prospect they meet. They need to know how to fulfil your USP so it will meet the customer's needs and wants.

Through your overall marketing efforts, continue to be aware of the customer's demands. Your USP should properly reflect the rationale under which a customer is going to deal with you.

It's not sufficient for just the owner of a business to know and understand the USP. **Every employee**, salesperson, assistant, telemarketer, and receptionist needs to be able to communicate the USP in their calls and dealings with prospective customers.

CREDIBILITY

Credibility needs to be in your marketing mission. If a customer perceives your business to be sensitive to their needs and you're able to satisfy those needs in a professional and timely manner, you'll see the results of this awareness in their increased loyalty.

Building credibility leads to many other positive things in your business like obtaining referrals from existing customers. It will also allow you to build a more positive relationship with your customer base. It will get your customers involved in what you are trying to do.



PRICE

If your business prices its products or services just to be competitive, there may be a tendency for your customers to determine that your company is just about price and you really aren't any different than the competition.

If price is important to your potential customer's or client's buying decision, then structure your prices so there is no doubt in your customers' minds that you have priced those products and services competitively,. However, that doesn't mean equally to or less than. If you are giving more value than others then you can charge more, but make sure you have *educated people on the difference*.

LOCATION

The importance of location varies depending on the type of business you're in. One thing is clear. If, from the customer's point of view, your business is in a bad location, it is inconvenient to get there, difficult to find, too far away, or in an unprofessional area, your business and sales may suffer.

On the flip side of this is that you may be able to use your location as a selling benefit. We are located here because (insert your reason) and the benefit to you is (insert the benefit to the customer).

Speaking of benefits, if you remember nothing else, remember this - **benefits** sell. Features are what it *does*, but the benefit is *how* people benefit from the feature. Benefits are what people experience by having your product or service.

INCENTIVES

Put in place one or more incentive programs to show your customers how valuable they really are. These can take many forms like sales discounts, freebies, etc.

We'll explore different ways to structure these and when to utilise incentives in another module of the course.

3. TREAT YOUR CUSTOMERS AS IF THEY MEAN EVERYTHING TO YOU, BECAUSE THEY DO!

If you've been in business for any length of time, you'll know customers can be frustrating and sometimes don't make it easy for you or your staff to treat them nicely.

Just remember where all your revenue and sales come from for your business.

The old saying, "The customer is always right", really isn't true. But they are still the customer.

One unhappy customer, through word of mouth, can translate into a lot of lost customers. Don't think just because customers aren't telling you about a problem, "Everything must be okay." They may not come to you and say, "Gosh, that was a horrible experience", but they might tell their family and friends. Silence is not golden.

The average "wronged customer" will tell 8-16 people about it. Over 20% will tell more than 20.

Source: Lee Resource Inc

Sobering isn't it?

That might change the way you respond to someone. Think about a receptionist having a bad day and being rude on the phone - that person telling 8-16 people about that and they will never do business with you.

In 2013, the number can be even larger, with the rise in online reviews. There's no counting the number of people who could be turned away because someone posts a negative review online for all in the world to see. It goes way beyond word of mouth. Ouch!

The first step to a better relationship is to realise customers aren't any different from anyone else. They are people with feelings and reactions, wants and desires. They have bad days too. Smart business owners take time to understand about human drives, passions, emotions, fears, and target those emotions as they apply to your people.

Always be looking for a response from customers - good and bad. Every bad response you get from a customer is an opportunity to improve.

Have **your customer's** best interests in mind. How can you get them more, better, faster, easier, less-expensive, higher-quality, longer-service, better benefits, more options, and more of desirable things that they want?

For every customer who bothers to complain, 26 other customers remain silent.

Source: Lee Resource Inc

If that's the only thing you think of, the profit will come as long as you are running the rest of your business properly. You can't think like this for long without ending up with more value in your product or service. A greater number of customers will do more business with you, they will do it more often, and they will remain customers longer.



4. THE DOLLAR VALUE OF A CUSTOMER

This literally can be the most profitable thing you'll ever do for your business... that is to **understand exploiting the actual value of your customer**. It's been called the Marginal Net Worth and the Lifetime Value of a Customer.

What is the current worth of one of your customers? It's the total profit of an average customer over the lifetime that they do business with you. That includes all subsequent sales minus advertising/marketing and your fulfilment expenses.

Let's say the average customer brings you \$75 in gross profit on their first purchase. Because you did everything right they re-purchase 3 more times in a year. Only now their average purchase is \$300. On each \$300 repurchase you make \$150 gross profit. Let's say the average life of a customer lasts 2 years. That makes every new customer worth \$975.

Here's how it's calculated:

Initial sale profit		\$75
1 st - 3 rd sale, year 1	3 x \$150profit	\$450
1 st - 3 rd sale, year 2	3 x \$150profit	\$450
		\$975

If this is your average customer and they're worth \$975 in profit and it only costs you \$30 through your advertising/marketing expenses to get them, every time you spend \$30 you receive \$975 back.

It would be foolish not to increase your advertising/marketing budget to produce as many of these \$300 customers as you possibly could.

Theoretically, you could spend \$974 to get that customer because you know they will come back and spend \$975 and you will still make a profit.

Of course, you won't do this. You understandably want as much of that profit as you can keep. But the point is you could - it's about understanding more customers at a little less profit can put far more money in your pocket. Said another way, it's worth spending a little to get a lot.

And remember, we are talking about an *average* customer. Some will buy more and some will buy less. This is an average number.

Now you know you can spend up to \$974. You could just as easily spend 100% of your \$75 profit just to get that first sale because that's just the first sale's profit, so you'll still end up with \$899 over the next 2 years.

If you offered to give that \$75 service for free and it doubles your customers, it would double your profits over the next 2 years. Something to think about, isn't it?

Only one in 100-business owners ever think about this.



You want to *spend everything you can justify* to bring in a customer as long as that customer costs you less than they give you in profit.

The lifetime value of a client plays a big role in your marketing plan. When used, it gives you a huge advantage over businesses that don't factor it into their marketing plan.

Another advantage you now have is that most of your competitors have no idea what their customers are worth. If their marketing budget is a percentage of their sales, during a recession they will cut their ad budget. If you continue advertising and marketing at your same level, *you'll get their customers.*

If you haven't calculated your customer's worth, here's how you do it:

- 1) Determine your average sale and your profit for that sale.
- 2) Calculate how much additional profit a customer is worth to you by determining how many times they come back and buy. Be conservative. (Here's another reason to have a client database that tracks sales by client ... to gather key sales figures to analyse and strategize your marketing budget.)
- 3) Figure out precisely what a customer costs by dividing your marketing budget by the number of customers it produces. If you spend \$1,000 on marketing and you get 1,000 customers, they're costing you \$1 a piece. Wouldn't that be nice?

A colleague recently worked with a client who was absolutely shocked to find out a customer cost them \$426.00 to get. All of this is called "Customer Acquisition Cost".

- 4) The Marginal Net Worth of a customer is found by subtracting the cost to produce that customer from the profit you expect to earn from them over their lifetime.

Ultimately, you want to spend less on getting new customers and start focusing on how to get customer to buy more, and buy more often. This is called business optimisation.

It's been taught in many marketing courses that you don't get rich on the front end, but on the back end from all of the back end sales (repeat, cross and up-sells) you make to existing customers.

Everybody wants as many new customers as they can get, but nobody really knows how much a customer is worth. That means they don't know how much they can spend to get one.

It's from this understanding and Technique #10 that you can take a business and increase your profits by over 20 times in just 3 years. It's been done before.

Your current client list is a goldmine for your business in the hands of a marketer that knows business optimisation marketing.



5. DON'T SELL PRODUCTS AND SERVICES, SELL WHAT THEY DO

Many times I see marketing that is focused on detailed descriptions of products and services. I see it all the time in most advertising. The business goes into great detail talking about the great features of the product and the specific process of how they will do this for you.

Sometimes these details are critical to the buyer's buying decision and it does have merit. This is particularly true if you do something your competitors don't. Be clear in letting people know that is your extra value or point of difference.

However, I need to caution you about spending too much time describing the details when the **customer really wants to know the results**. They want to know "**what's in it for me**", (WIIFM).

The old adage, "you can't see the forest for the trees" may apply here. If you describe in detail the physical make-up of the trees of a forest, you might do so at the exclusion of adequately describing the entire beauty of the forest. If a beautiful forest is exactly what the customer is shopping for, you have now made an error in the way you are describing it by focusing on the trees.

It's not just limited to trees in the forest, of course. Let's talk about it in terms of products and services.

Let's talk about a domestic cleaning service. What they do may not be considered very important in the grand scheme of things. They clean your house, but that's not necessarily what I'm interested in.

What I'm interested in is they eliminate allergy triggers and make my home a more pleasant place to be. They need to know how to clean and organize my home to make it more comfortable. They show up when they're supposed to. They have been security checked. Having my house cleaned will save me money and time because... They are bonded against breaking household valuables. That's what their service really does.

People buy for all kinds of reasons, but **I can tell you with absolute certainty that people buy the benefit not the feature**. People buy based on emotions not logic. All the technology in the world has not changed that critical aspect of people's buying behaviour. After they buy they justify their purchase with logic so they need to know the features, but that's not why they bought.

I can prove this very simply. You can buy a Kia automobile for \$15,000 and it will get you from point A to point B. You can buy a Mercedes for \$150,000 and it will get you from point A to point B. Why do people buy a Mercedes?

For **emotional reasons**.

Sure there's safety – isn't *feeling* safe emotional?



There's resell value – isn't that about *feeling* you've made a smart investment?

And yes, there's comfort – isn't that too about *feeling*?

Feelings are emotion, not logic.

Whatever your business offers, tailor your marketing to communicate to your customers what your products and services do. These are your benefits in addition to any other critical pieces of information.



ADDITIONAL ADVICE

CHOOSING YOUR MARKETING ADVISOR CAREFULLY

You are likely being bombarded with hundreds of solicitations a week from what we call “backyard marketers”. What happened was about 3 years ago internet online marketers started selling courses to people who were trying to create an online business with courses on how they could sell online products and services to offline businesses.

While many of these strategies are very sound – some are here today, gone tomorrow fads also – the problem is the high majority of these people do not understand the offline business. They don’t understand demographics and they don’t understand how to intertwine online with offline.

The reason I’m bringing this up is because we are constantly fixing the work these ‘backyard marketers’ are putting in place. The two biggest areas we’re fixing are website elements that are online business driven, not offline business driven, and incorrectly designed websites.

Let me ask you ... “Is your website generating the kind of leads you thought it could and should?”

Likely not.

Most businesses we talk to about the leads they’re getting from their website are very disappointed in the leads they’re getting. They should be.

Even website designers are still designing websites based upon the principles from years ago without taking into consideration the many changes in the market place, people’s buying patterns and more.

Today your website is your most important marketing tool. Think about it ...

It’s what people are looking for when they want to learn about you or check you out;

Online directories link back to your website;

Social media sites link back to your website; and

Likely most, if not all, of your marketing has your website URL on it.

Today, short cuts or an incorrectly put together website can be extremely damaging to your business. It’s important that it’s “offline” business driven and that *key elements are put in place* to maximize the results you want to achieve from your website.

In today’s market place, you need an “offline business specific *marketing driven* website”. I’m sure it goes without saying, if the person selling a website doesn’t have offline business and marketing experience, they won’t be able to do this.



SUMMARY

Hopefully you found the information here helpful. Apply what you've learned here and watch your business grow.

Marketing is business specific and based upon the demographics of your clients. To establish the best approach for your business to ...

- ✓ Generate new clients
- ✓ Cross-sell and up-sell existing clients
- ✓ Turn one-time customers into lifelong customers
- ✓ Put in place a referral program

... we will conduct a 30-minute Executive Briefing. This allows us to learn about your business so we can make solid recommendations that will catapult your business and generate consistent sales so you've got a steady cash flow week after week.

What you may not realize is there's a proper "order" in which to put things in place. It's very important that the different strategies are put in place in the right order so you maximize the effectiveness of each.

There's an art to putting together a successful, well rounded marketing plan. Just like you know the in's and out's of your business, marketing is our expertise. After 27 years now, we have the expertise and skill-set to put in place the strategies that fit into the goals of your business whether that's:

- To expand to new market places,
- To just keep a nice consistent flow of revenue going through the business,
- Increasing your profit margins, or....

We can manage your marketing, track your marketing and handle everything for you so you do what you're good at doing and leave growing your business to us.

Or we can simply offer consulting and guide you on what to do.

We offer numerous options, all of which we'll discuss with you after we've had our Executive Briefing.

We also offer a DIY course on the 10 essential marketing elements for a lead-generation, money-making website.

If you have any questions we are more than happy to help. You can visit our website at www.morecustomersmoresales.com.au for more information. You can also always send me an email at margaret@mcmsa.com.au or you can call us at (03) 9585-8845.

Take advantage of my experience and let me help you grow your business in a cost-effective manner - the right strategies in the right order for your specific business.

