



CONTINUOUS PROCESS IMPROVEMENT SYMPOSIUMS

Increasing Sales What's the problem?



“Dr Lisa” Lang
Pres/CEO

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**Let's start by understanding
our starting point ...**

Why should I buy from you?

Why buy from you?

XX

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The Generic List

What everyone says ...

Great Customer Service
Quality
Reputation
Good Results
Our Employees
Knowledgeable Staff
Consistent Management
Responsiveness
Innovativeness
Trust

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**Which means that you sound the
SAME as your competitors.
(PROBLEM #1)**

**So why not just choose
based on price?**

Solution #1

- **Create a Mafia Offer**
- **“A mafia offer is an offer that is so good, that your customers can't refuse it and your competition can't or won't offer the same.”**

➤ **Attend a Mafia Offer Boot Camp**

Mafia Offer Development Guidelines

- **To develop a mafia offer you need to consider 3 things.**
 - **Your capabilities (or what they could be) compared to the competition.**
 - **How your industries supplies product/services.**
 - **The impact your industry's capabilities and how you supply has on your customers.**

Example – Label Company

- To hear this example again, click here:
 - <http://scienceofbusiness.com/FREESTuff/FREEVideosAudios/Podcast1.aspx>
- You can also download it from iTunes by searching on Theory of constraints and subscribing to:
 - Theory of Constraints
 - Artist: Dr Lisa Lang

Benefits of a Mafia Offer

- **Guides the strategy and tactics for your entire company.**
- **Forces operational improvement in order to deliver the offer. And gives you a reason to do it!**
- **Changes the culture. Each penalty payment energize the team to further improve.**
- **Can recession proof your company.**
- **The combination of operational improvements and the offer provide huge bottom-line results.**

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Most companies have Problem #1

- But solving it, does **NOT** necessarily lead to more sales.
- **START** by solving this problem, because without a good offer it's hard to tell if you also need to work on:

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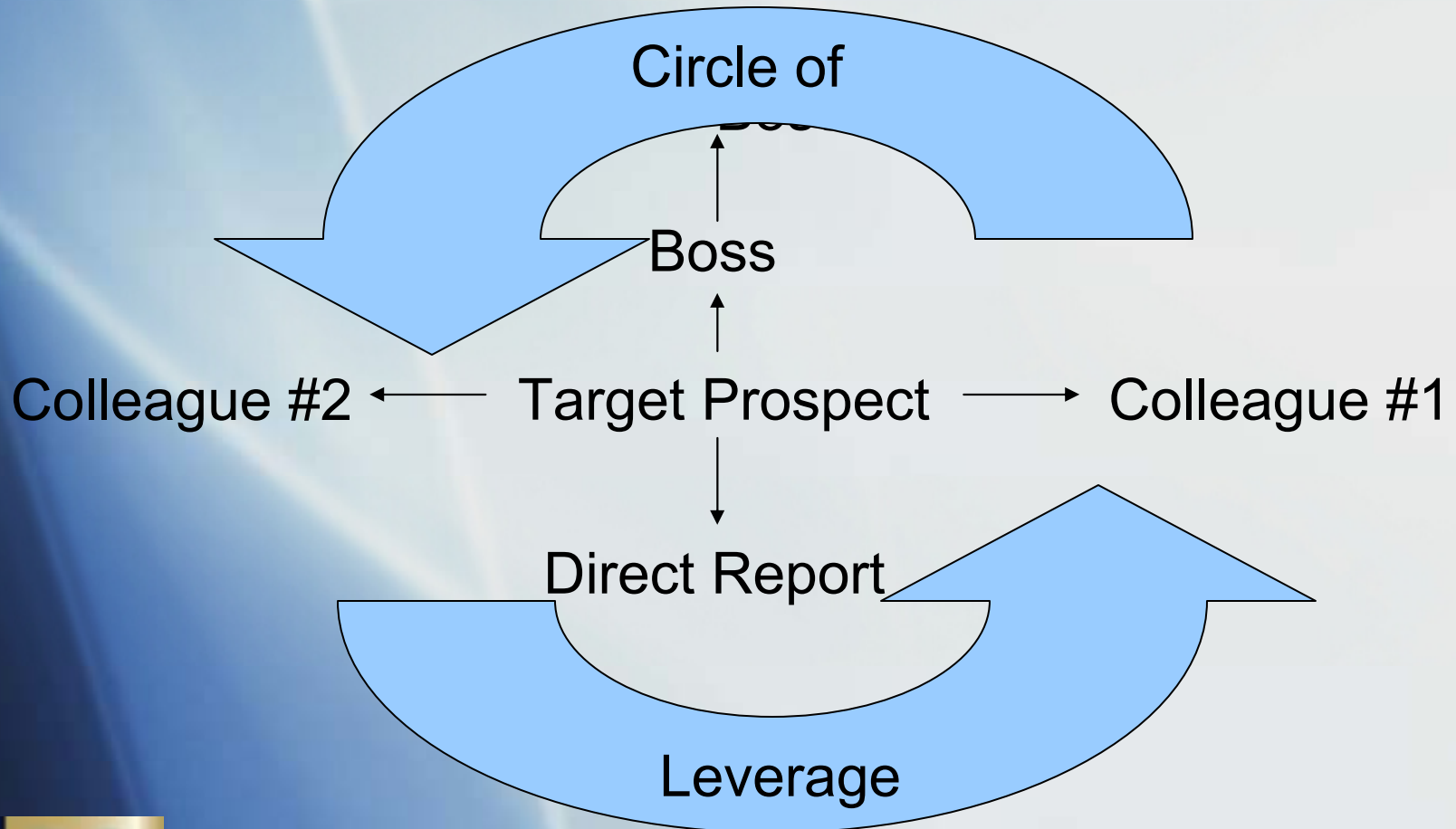
Other Potential Problems (most common)

- 2. Getting in to make your mafia offer presentation**
- 3. The number of prospects**
- 4. Your target market**
- 5. Quality / Price /Lead-Time / DDP /Customer Service**
- 6. How your offer is presented**

Problem #2 – Getting In

- **Is getting access to the right people more difficult? What are the blockades?**
- **How is this impacting your business?**
- **Do you have a plan/process to resolve these issues? Are they resolvable?**
- **What is your process for getting in? Research – letter – call? Research – Call?**
- **Who is the process targeted at?**
- **Do people make decisions alone or in a group?**

Solution #2 – Getting In



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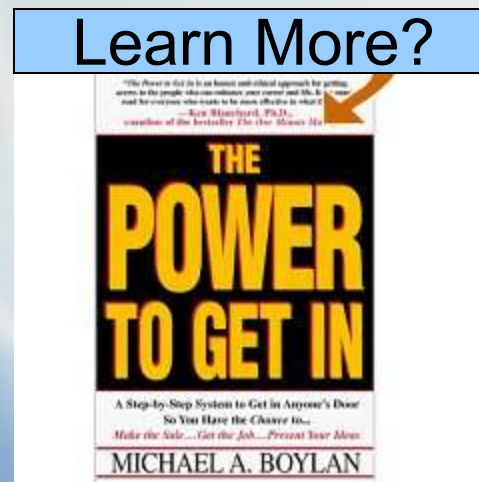
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Solution #2 – Getting In

- Executive Access Boot Camp

Learn More?



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Problem #3 - # Prospects

- **The prevailing strategy is to wait for the phone to ring.**
- **Typical websites do not drive traffic, they are really company brochures**
- **There is no list building**
- **Cash is tight, so traditional direct marketing techniques are too costly.**

Solution #3 - # Prospects

- **Start with FREE or low cost approaches:**
 - **Get them calling YOU**
 - **Search Engine Optimization**
 - **You need more than a picture of your building or an on-line brochure**
 - **Videos & Podcasts**
 - **DIY Pay Per Click**

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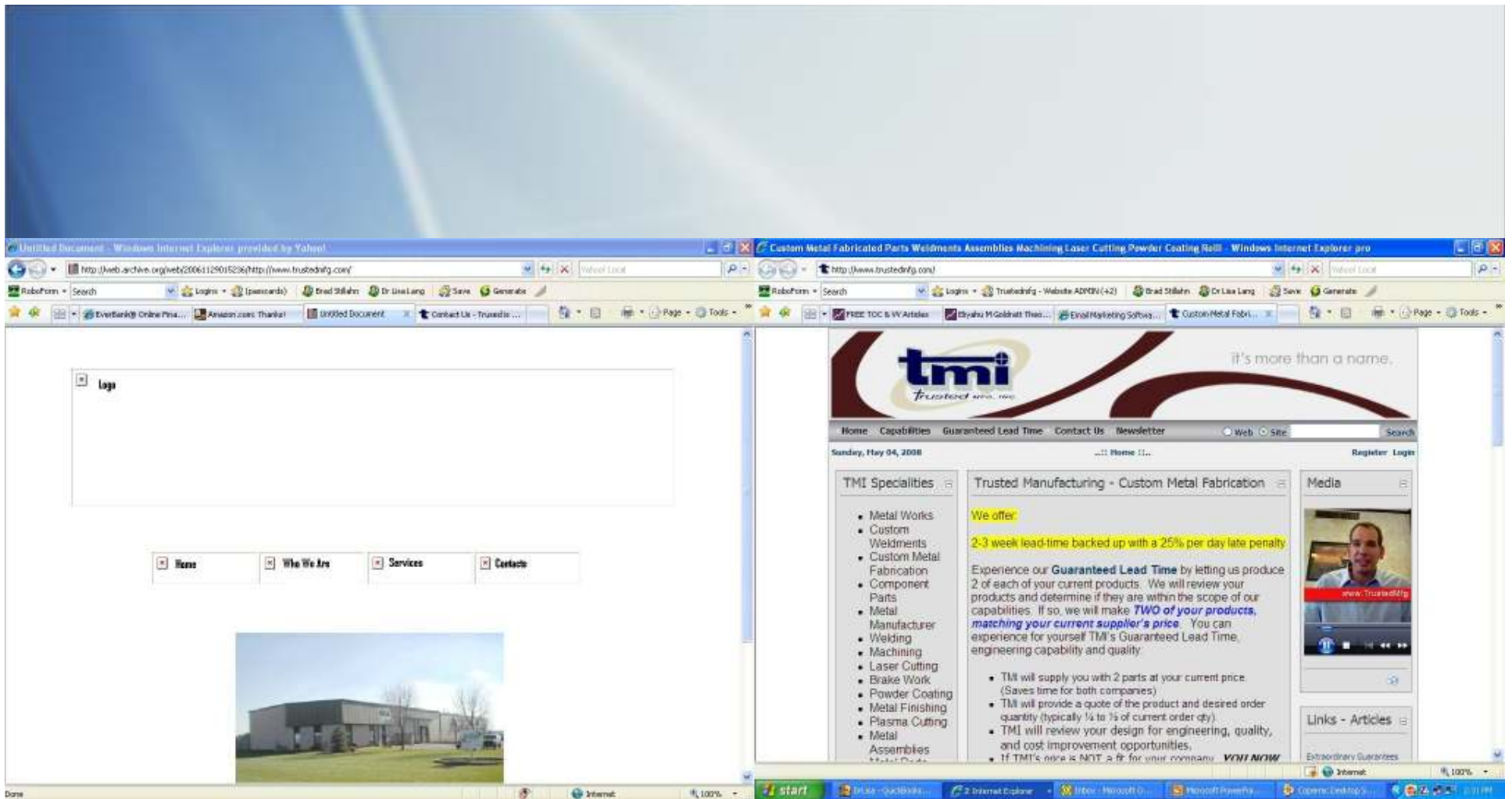
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Example - www.TrustedMfg.com

- Client started with a typical site
- No where to be found on the search engines
- No database of prospects
- Basic strategy was to let clients find them.



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Video & Podcasts

- Record a simple video using a webcam or Powerpoint
- Convert to common video type (.wmv)
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custom fabricated metal

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/Capabilities/tabid/55/Default.a...	77	9.99%
/ContactUs/tabid/54/Default.aspx	65	8.43%
/Home/tabid/36/Default.aspx	62	8.04%

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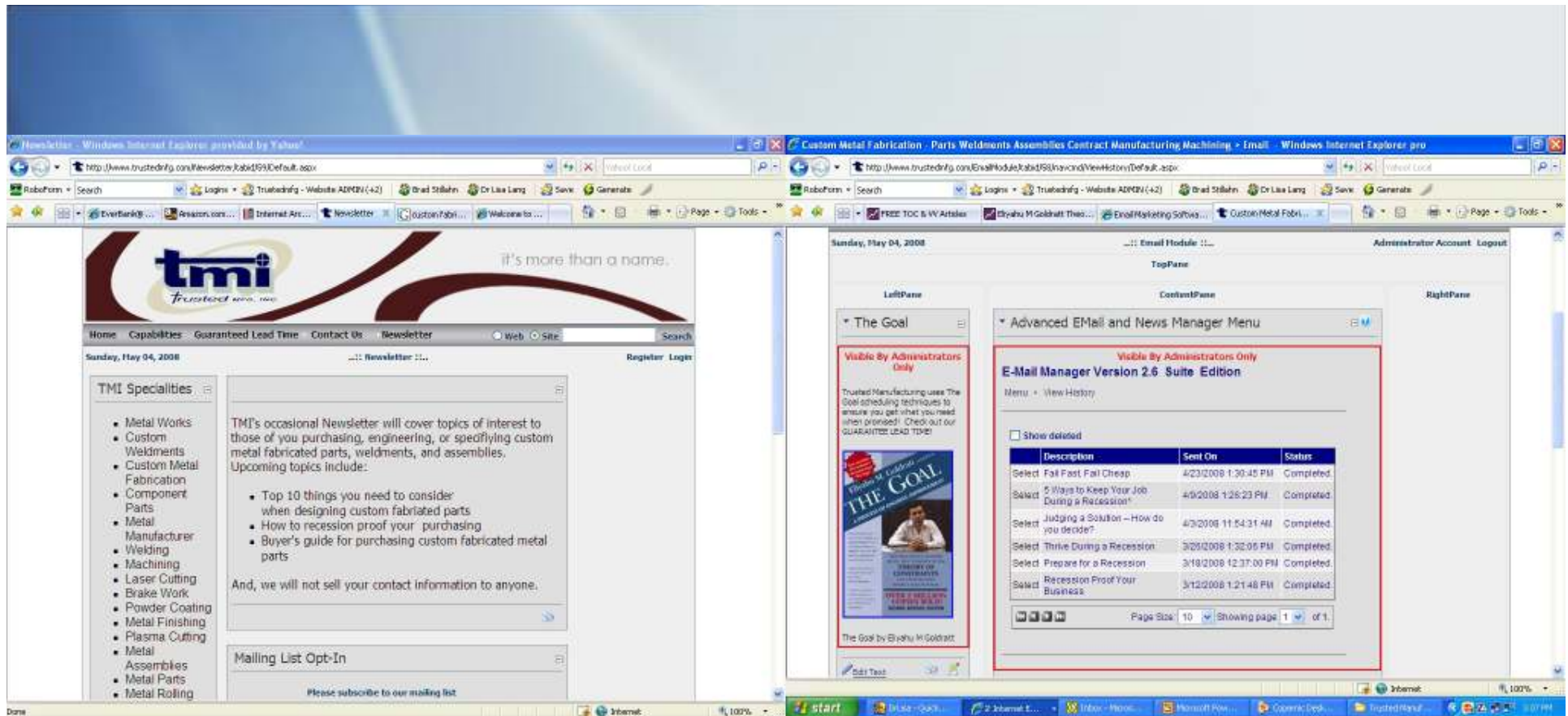
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Solution #3 - # Prospects

- **Capture your visitors – give them a reason to register**
 - **Stay in contact – send emails weekly**
- **Start to build your database of prospects**



TMI pays \$25/month and has full control over it.
RESULTS? After \$110 spent, landed \$80k/month prospect.

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Solution #3 - # Prospects

- Spend \$ when you can, to increase the number and rate of good prospects
 - Pay Per Click – professionally managed
 - Lead Generation information e.g. www.Mfg.com
 - Purchasing Fairs
 - Direct Marketing
 - Upgrade videos and website

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Problem #4 – Your Market

- **You have a high percent of market share (as you define it)**
- **Your targeting your offer to prospects who don't need it (or need it as much).**
- **Your going after new customers (long cycle)**
- **Your going after long cycle customers (large corporations)**

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Solution #4 – Your Market

- **Select a good target market:**
 - **Where is your offer most needed?**
 - **Is there a market that yields higher throughput or higher T/CU?**
 - **Is there a market(s) that is more quickly accessed or has shorter sales cycles than others?**
 - **Which market has tons of room to grow?**

Solution #4 – Your Market

- Are there current customers who have more business to award?
- Do you have too much business with one customer or in one industry?
- Your answers to these questions will help you to determine a good target market and strategy with both short term and long term projects.
- The great thing about a good mafia offer is that you DON'T need new products or new markets to grow your business.

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Problem #5 - Quality / Price /Lead-Time / DDP /Customer Service

- **Your offer is weakened by being dangerously worse on other key parameters:**
 - **Quality**
 - **Price**
 - **Lead-time / Due Date Performance**
 - **Customer Service**

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Solution #5 - Quality / Price /Lead-Time / DDP /Customer Service

- Pay attention. Measure.
- You need to ensure that your offer is not weakened by being dangerously worse on other key parameters.

Learn More?



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Problem #6 - Presentation

- **How you present the offer in a PowerPoint, on-line, verbally is falling short.**

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Solution #6 - Presentation

- **Mafia Offer presentations follow the buy-in process. Are you following it?**
- **Record your presentation and determine where your sales people are not following the process.**
- **Get help to review your presentation and collateral.**

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Example – www.PuzzleFloor.com

- **My offer's NOT working!**
- **Sent email out to over 700 contacts and NO RESPONSES.**
- **Contacts are people that have shown some interest in Puzzle Floor in the last couple of years.**

Example – www.PuzzleFloor.com

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The Typical Problems

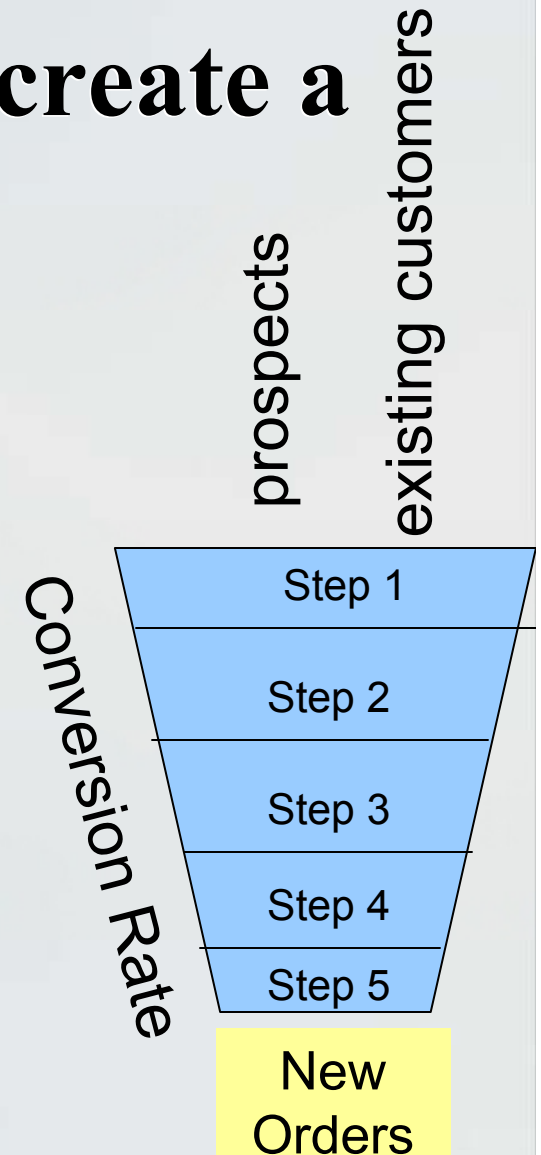
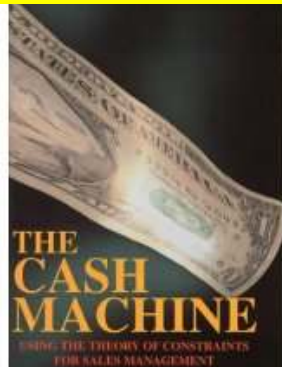
1. You sound like your competition
2. Getting in to make your mafia offer presentation
3. The number of prospects
4. Your target market
5. Quality / Price /Lead-Time / DDP /Customer Service
6. How your offer is presented

Start Here

What do you do after you create a Mafia Offer?

- Track your sales funnel so you know where to focus next.
- Manage with DBR
- Software if necessary (Zero to Quota, Salesforce.com, etc.)

Recommended Reading



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Summary

- **Having a good Mafia Offer helps with all of these problems.**
- **Not having a good offer will make it difficult to determine where the problem lies.**

More Information

- www.ScienceofBusiness.com
FREE Stuff tab
 - Sample webcam videos
 - Sample PowerPoint videos
 - Coming soon: How to Create a Video from PowerPoint
 - Coming soon: Getting search engine results with videos and podcasts
- www.MafiaOffers.com

Recommended
BEFORE creating
Your Mafia Offer



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All Inclusive Our Mafia Offer

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- Holistic Implementation
- Everything necessary and sufficient to increase YOUR profits.
- We get paid a commission on profits above the best you've ever done.
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a la Carte

- [Mafia Offer Boot Camp](#)
- [Executive Access Boot Camp](#)
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- Pricing
- DBR/Critical Chain/Replenishment

Our Mafia Offer to YOU

- **We will collect your data to determine if you would get value from a Mafia Offer Boot Camp. This analysis and assessment is free.**
- **You attend a boot camp and pay with your preferred option. There are 3 options for paying for the event.**
- **After the event we will provide free coaching calls for 3 months.**
- **If you want our help implementing your offer and the necessary operations changes, then we get paid only if your PROFITS increase. That's right we provide you a consulting option where our fees are 100% dependent upon your results!**



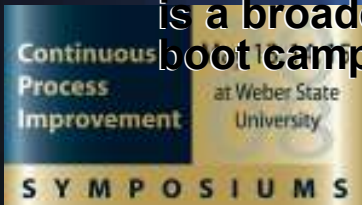
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Mafia Offer Boot Camp

- **Option #1:** You pay a flat fee of \$10,000 to attend a GROUP or **REMOTE (on-line)** boot camp. You pay \$5,000 before the event and \$5,000 after the event, if and only if, you received \$10k in value. All group events are in Denver, Colorado.
- **Option #2:** You pay \$2,500 plus a 10% commission on sales above your current level until you have paid \$75,000 or 2 years have passed to attend a GROUP or **REMOTE (on-line)** boot camp. You also get coaching until you have paid the \$75,000 which equates to adding \$750,000 in sales! So if you don't get results, you don't pay beyond your initial \$2,500 investment.
- **Option #3*:** Instead of attending a boot camp with 4 other companies, we will customize a PRIVATE event for your organization. You pay a flat fee of \$20,000 plus travel. You pay \$10,000 before the event and \$10,000 after the event, if and only if, you received \$20k in value. We will come to you or your group can come to beautiful Colorado.
- **Option #4*:** Instead of attending a boot camp with 4 other companies, we will customize a PRIVATE event for your organization. You pay \$7,500 plus travel and a 10% commission on sales above your current level until you have paid \$150,000 or 2 years have passed. You also get coaching until you have paid the \$150,000 which equates to adding \$1,500,000 in sales! So if you don't get results, you don't pay beyond your initial \$7,500 investment. We will come to you or your group can come to beautiful Colorado.

*PRIVATE Boot Camps include development of YOUR Strategy and Tactics tree which is a broader implementation plan than we have time to do in a GROUP or REMOTE boot camp.



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 - Do all the keyword research
 - Take care of all the submissions to social networking sites
- **\$100/month/video for each month you stay on the first page of Google.**
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- **OR ask us about paying only if and as your sales increase.**