

# Richard Pettibone



“Our company participated in a Mafia Offer Boot Camp in late November 2006. With the ideas and guidance we received from the Boot Camp we have achieved three highly important outcomes. We transformed our historical 60%, on time record to 100% on time, in about six weeks. We have now been 100% on time for the last four weeks. We found .....hidden production capacity and also increased our profitability. We will start bringing our Mafia Offer to market this week. We have never had these kinds of dramatic results, or results so fast with any other thing we have tried, and we have tried everything. This is one program that delivers what they claim.”

- 2/19/07, Richard Pettibone, Drewco Corporation - Designer and Builder of special workholding devices.
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# Drewco UPDATE

- UPDATE Sept 10, 2007:
- While we focused on Drewco's offer during the boot camp -- it answers the question -- why change. Once we know what we are working for, the operational changes come much faster. Knowing why to change combined with good leadership (Drewco has excellent leadership!) are the keys.
- In August 2007 Drewco had over a 7X increase in premium collect dollars. You can see the Drewco's mafia offer at [www.drewco.com](http://www.drewco.com) and at [www.fastcollets.com](http://www.fastcollets.com). If you do a Google search using "fast collets" you will see them at #2 and #5. Their new offer is also getting them more internet notice. They expect to have more than doubled their sales by the end of their physical year 2008.

# Richard Wright

“I recently attended the Mafia Offer Boot camp held in Denver (June 2007). I am excited after completing the 3-day workshop. We developed a completely different sales presentation that succinctly describes the problems created by my industry and presents a low risk win-win solution for retailers, manufacturers and our company. By changing our pricing model and presentation we have created an outstanding opportunity for our customers and our company. Thank you again for your time and help in developing this logical and succinct presentation.”

Richard Wright, Impact Merchandising, July 2007

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# Vern Harris

“I wanted to thank you for the “Mafia Boot Camp” I attended in Denver. You helped us realize a Mafia Offer for our company, which we were able to implement immediately within our existing structure. When we have presented this offer to new prospects, we have literally stopped them in their tracks. We are very excited with our offer, and look forward to our continuing relationship with the Science of Business to grow our company.”

Vern Harris, President, The Sigtist, Inc.  
July 2007

# Bob M

"We participated in a Mafia Offer Boot Camp in May 2007. It was a great 3 days! There's a lot of passion that "hey we can do this" and the offer we developed is so much more powerful than where we started! We are looking forward to the follow up calls and to getting started!"

Bob M, General Manager of a small division of a fortune 100 company, June 2007

# Mark MacKenzie

“Dr. Lisa’s Mafia Offer Boot Camp (MOBC) helped us think like our customers. In fact, it’s counter-intuitive approach taught us how to understand and meet our customer’s true needs probably better than our customers understand their own needs themselves. The MOBC is a full immersion program in how to meet customer needs and avoid the negative effects from the way in which we sell to those customers. It provided us with the Best Tools and the Most Effective Process we’ve seen to drive greater sales. Meeting customer needs while eliminating the negative consequences associated with the transaction, transforms sales into a process of building partnerships between us and our customers. And partnerships drive greater sales, which increases revenue and maximizes our profitability. The MOBC approach is the Ultimate Weapon in Sales. In fact, I think Dr. Lisa should rename the MOBC the “**USM**” (the Ultimate Selling Machine)!”

Mark MacKenzie, Aspectus Group, Consultants  
7/20/07

# Rick White

“Thank you for the incredible 3 days at your recent Mafia Offer Boot Camp. This workshop was instrumental in helping us look at our marketing program from a very different perspective. Understanding how our industry affects our potential clients was key to developing a marketing strategy and client presentation for Aspectus Group which presents an offer that cannot be refused. We expect great things going forward as a direct result of participating in this workshop.”

Rick White, CEO, Aspectus Group, July 2007

# Grady Cope

“We are a current customer of Dr. Lisa and I must say that the mafia offer that she gave us literally saved my business and helped us grow sales almost 100% since we started (1 year). We to are a small size business and it has worked well, in fact we have to be careful or we will oversell are capacity. Our customers love the offer and we are able to attract new ones with it. Our competitors hate us for our offer. I think we will help change our industry, because of the offer.”

Grady Cope, Owner, Reata Engineering and Machine Works, January 2006



# Jeff “Ski” Kinsey

***“Outstanding. Simply brilliant.”***

“At the end of August (yes, just last week!) I had the privilege of attending Dr Lisa's Mafia Offer Boot Camp. Amazing. I know Lisa is brilliant. Brad the consummate COO. Oh, and yes, insert disclaimer here: Dr Lisa is a client and I may experience financial gain from my efforts to promote the Science of Business.

However, I agreed to pay "full boat" as they say for the class. And I accomplished my goal. Which is nothing more (or less) than Lisa promises every attendee:

"If you prepare before arriving,  
pay attention and focus on task,  
you will leave with a Mafia Offer."

I did. We created an offer that I honestly believe cannot be refused by the rational business owner. My target prospect. Much like my intensive Jonah training with Dettmer, this boot camp is intense! Come prepared to work. To do your homework. Turn off your cell phone. Focus.

There is still time to attend the next group session.

[September 26/27/28 2007](#)

Or schedule a private session.”

***ski, Sales 101***

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# Malcolm Morrison

- Night School English Language Centre underwent a 3 day Mafia Boot Camp in December 2007 in Auckland, New Zealand.
- Night School is a Private Training Establishment specializing in second language learning. The client base consists of migrants, international students and working holiday makers. The industry is highly competitive both locally and internationally; a competitive advantage is essential.
- The Mafia Boot Camp promised to deliver an offer to the market that could not be refused. The process of creating and refining an individual offer was rigorous and insightful. Lisa and Brad used their specific analytical framework to identify market demands and requirements. Each step of the three day boot camp built a more detailed picture of Night School's market place. One-to-one brainstorming (with Lisa and Brad) and 'open' seminar feedback were invaluable for testing and honing the mafia offer.
- As a company Night School has vastly improved its marketing strategies as a direct result of the Mafia Boot Camp. This has meant an adjustment to the product we offer along with a 'sales pitch' that is genuinely irresistible to the market. We now have the confidence to approach our clients with a fresh and unique position, a position that cannot easily be replicated by our competitors.
- Since attending the boot camp we have used the same analytical framework to create a second mafia offer for a slightly different type of client. We now have a marketing tool that can tailor make offers to suit any specific client.
- Thanks again to Lisa and Brad.
- Malcolm Morrison

# Darrin Wilen

- “The boot camp provided a step by step way to break down what your clients need, and then help you build a concept and offer that is irresistible to your clients and prospects. Lots of work but should prove valuable in the weeks and months ahead. Thanks for the chance to work with you.” Wilen Media, April 18, 2008
- Update: “BTW - I presented the mafia offer yesterday to a Comcast Market yesterday in UT and it was VERY well received.. The Director of Marketing said "Now that is a compelling offer." We are going to be collecting information from them next week and preparing a formal offer.. I will let you know how it goes, but so far so good!!” Paul Caravello, SVP – Sales, April 25, 2008
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# Alessandro Bernacchia

“Dr. Lisa is a dynamic speaker and has a very logical and interactive way to lead the group to the “truth”.

The 2 ½ days “private boot camp” has been a great investment: it left us with a brilliant offer, a “mafia offer”, to attract a new group of customers and with a set of thinking-tools we have used to restructure the offer to our existing customer base. As a result, we have increased our sales 80% and have been able to move the constraint from the market back into the operations.

Thanks Dr. Lisa!”

Alessandro Bernacchia

Guntert & Zimmerman

Aug 9, 2008

Boot Camp Oct 29-31, 2007

(That’s 80% increase in sales in 10 months!)

[www.MafiaOffers.com](http://www.MafiaOffers.com) DrLisa@ScienceofBusiness.com

Are you a good candidate for a Mafia Offer?  
Which type of boot camp is right for you?

- If you need help deciding:
  - Which type of boot camp is best for you; or
  - If you are a good candidate for a mafia offer
- Just email, call, or Skype:
  - [DrLisa@ScienceofBusiness.com](mailto:DrLisa@ScienceofBusiness.com)
  - 303-909-3343
  - Skype: DrLisa
- Dr Lisa only does 8 FREE half hour evaluation sessions each week. Reserve your time today!