

Industry A doesn't know anything about the methods industry B uses; correspondingly, industry C is totally unaware of the way industry B sells or markets, and on and on.

By helping you study and identify the fundamental principles that drive the successes in hundreds of other industries, you'll be able to pick and choose the most powerful, effective state of the art breakthrough approaches to introduce to your industry.

If you're fishing and have one pole with one line in the water, you will be able to catch only a limited number of fish. But if you use ten poles and put ten lines with ten different baits in the water at the same time, your fish catching potential will significantly increase.

Thinking differently

Breakthroughs. Incremental gains vs Quantum leaps

Federal Express applied the banking industry's method of clearing checks overnight to the overnight delivery of packages. Banks send all checks to a central processing point, then out to the appropriate branch. FedEx adapted the hub-and-spoke concept where every package went to a central location (Memphis, Tennessee), and then was flown to its final destination.

A man named George Thomas was searching for an effective way for people to apply deodorant. He was very frustrated in his research for a solution until he realized he was holding the answer right in his hand. George borrowed the concept of the ballpoint pen and created roll-on deodorant.

Dave Unger, Founder of Re/Max Real Estate, grew his company to a billion dollars in sales by using the "100% solution," which lets sales people keep 100% of their commissions while charging them a monthly fee for office facilities and equipment. His agents were making so much money, they rarely left.

Your greatest success and prosperity in business and life, will come from your ability to create your own breakthroughs.

Unconventionally fresh, superior, more exciting ways of doing something

Dramatic improvements in each area that make you more: impactful, powerful, efficient, effective, productive and valuable or inspiring to your client.

Make your marketing produce twice or three times the results from the same effort or less

Transform your product from a commodity into a prized proprietary item no one else can offer (or directly compete against).

Let you control your business with fewer people, less payroll, less confusion, more productivity, more efficiency and more profit.

Let you change the entire business game you play by allowing you to totally (but ethically) change all the rules and remake them at will.

What is a breakthrough?

Let you outthink, outleverage, outmarket, outsell, outperform, outimpact, outdefend, out maneuver and continuously outwit your competition on every level.

Right now your competitors are constantly trying to come up with new ways to take your clients, job or entire business away from you. You've got to beat them to the punch. Breakthroughs are the pathway to do that.

let you reinvent your business or career before some competitor does it to you.

let you maximize your successes better and longer so you can safely uncover new future successes.

let you ethically use other people's knowledge, capital or resources to your own maximum advantage.

let you lower or totally eliminate the risk in an activity, while vastly increasing the payoff potential.

Breakthroughs make you unbeatable. Breakthroughs make people wealthy.

Being Opportunity focused

see opportunities where everyone else sees problems, obstacles, limitations or boundaries.

you must invent and constantly be reinventing your own better future.

Where's the big overlooked opportunity, here?

In 1972 a young man worked as a page in Congress.

That year the Democratic convention nominated George McGovern to run for President against Richard Nixon. During the convention, Senator McGovern

dumped his first choice to be his vice-presidential running mate, Senator Eagleton. The young, 16-year-old entrepreneur saw a one-time opportunity and

bought up 5,000 suddenly obsolete McGovern-Eagleton buttons and bumper stickers. He paid five cents apiece for them. He soon resold them as

historical and rare political memorabilia for as much as \$25 per item.

How?

The founder of Nike, an avid runner, sat at his kitchen table and poured rubber into a waffle iron to create Nike's unique sole for their first running shoe.

maximizing and creating breakthroughs means more than simply getting the most profit, highest performance, greatest productivity and effectiveness

out of an action, opportunity or investment. It also means achieving maximum results with a minimum of

time, effort, expense and risk - something few people practice or even think about. Think: Highest and best

use of your time, money and effort. Highest and best. Always highest and best!

Try and uncover at least one cash windfall for your business or employer every three months.

Your goal in creating breakthroughs is to use ideas to create more value for others.

Breakthroughs increase in direct proportion to the amount of networking, brainstorming and masterminding you do with like-minded, success-

Practice

driven people outside your industry.

The best breakthroughs take away risk or resistance from the other side. So it's easier to say yes than no.

Employ as many success practices of others outside your field or industry by investigating then modeling their philosophies and methods.

Let's say you have 1,000 clients. They average \$100 per transaction/sale. And they make two purchases in a year.

Example $1,000 \times \$100 \times 2 = \$200,000$

$1,100 \times \$110 \times 2.2 = \$266,200$ A mere 10% increase across the board expands your income by 33.1%.

I have a client whose income curve was stagnant. It doesn't matter what they sold. Pretend it's your product or service. This company had a compensation

program that paid the sales people 10% of the profit. So, if the company made \$1,000 profits on a sale, the sales person would get \$100 and the company would

get \$900.

I had them calculate:

- What the average new client is worth to them in dollars each time they buy.

- How many times that client will buy from them each year.

- How many years the average client will be with them.

It turned out the first sale, on average, resulted in about \$200 profit for the company. Of that, \$20 went to the salesman or

woman, \$180 to the company. On average, the client bought five times a year for three years. So basically,

each time that company got a new client, they were receiving \$3,000 in cumulative profits.

My solution: Instead of giving the sales people 10% of the profit on a sale to a new, first time client, give

them 100% of the profit of the first sale. The company management's response: "You're insane!"

I smiled pleasantly and went on to explain that as long as their sales people maintained sales from

existing clients at past levels or above, give them 100% of profit on the first sale for every new client

they bring in. They'll be ten times more motivated to sell new clients. And every time they bring in a new

client, the sales person makes an additional \$200, but the company makes an additional \$2,800.

Example

Your Unique Selling Proposition is that distinct, appealing idea that sets your business apart from every other "me too" competitor.

Dominos Pizza - Hot, Juicy, delicious pizza - delivered to your door in thirty minutes or less - or it's yours absolutely free

In the 1960's Avis was struggling to come up with a marketing approach that would gain them the market advantage that they desired. They needed a Unique Selling Proposition that was very powerful. After all,

Hertz was heads above them in size and in market share.

Unique Selling Proposition

What did they do? They came up with a USP: "We're Number Two - We Try Harder" - and they demonstrated that by extending themselves, by working harder, by giving better rates, by being more

cordial and courteous.

			<p>Examples</p> <p>Nordstroms built their department store success through one basic, unique selling proposition. If you have any problem with a purchase, for any reason, bring it back for a no questions asked, 100% money back refund - anytime in the future. Anytime in the future, not in three days, not in seven days, not in thirty days. If a year later you're dissatisfied - if five years you're dissatisfied - IT'S NO PROBLEM.</p> <p>Financial advisor Howard Ruff built a twenty million dollar newsletter empire back in the eighties, by putting himself in a unique and a distinctive position in his market place.</p> <p>Most of the other financial advisers took the position that they were big time Wall Street pros. And they were trying to appeal only to the affluent investors.</p> <p>Howard took the opposite approach - he said "I am the financial adviser to the middle class. And I want to protect your interests at a different level. I know how hard you work to make a dollar. I know how important it is that you don't lose it.</p> <p>I know how critical your retirement monies are to you. I respect and I approach your situation differently than anybody else."</p> <p>The BTRF guarantee enables you to do something that a basic guarantee or risk reversal approach does not.</p> <p>When you utilize a better than risk-free guarantee you are acknowledging and rewarding the client for the value of both his/her time and faith expended in favoring you with his/her purchasing decision.</p> <p>When you tell me that if I am dissatisfied for any reason whatsoever: You will not only give me full and immediate return of my purchase price, but you promise me an additional reward on top - a compensation incentive for having taken the time, effort and faith to purchase in the first place - I'm impressed.</p> <p>I'm hard-pressed to say "no" to a proposition like that.</p> <p>Whenever two parties come together to transact business of any kind, one side is always asking the other (consciously or otherwise) to assume more or all of the risk. If you ask someone to take on all the risk, their first inclination is not to buy.</p> <p>Risk Reversal</p> <p>Did you ever subscribe to a magazine or a newsletter and the reason you subscribed was because they gave you a 30, 60 or 90-day, no-questions-asked, 100% money-back guarantee? Or even not ask you to pay up front? That's risk reversal.</p> <p>Examples</p> <p>As president of Chrysler, Lee Iacocca took only a \$1 annual salary and stock options that would pay off only if he improved the company's bottom line.</p> <p>Most people and businesses spend all of their time, effort and money on conventional marketing, advertising or selling programs when a fraction of that effort, and virtually no expense, would get them many times the results if they developed a formalized referral system.</p> <p>Step One: Every time clients deal with you in person, through your sales staff, by letter, e-mail or on the phone, diplomatically ask them for client referrals. But first you must set the stage.</p> <p>Tell your clients that you realize you enjoy doing business with them and they probably associate with other people like themselves who mirror their values and quality.</p> <p>Tell them you'd like to extend to them the opportunity of referring their valued and trusted associates to you.</p> <p>Then help the client see a clear picture of who in their lives could benefit most effectively, and naturally, from your services or products.</p> <p>Tell them what kind of person or business it might be, where they are, what they are probably doing - and why they'd be benefited.</p> <p>Step Two: Willingly offer to confer with, review, advise or at least talk or meet with anyone important to that client.</p> <p>Referrals</p> <p>Show them what that person or entity would be doing or buying right now so that the picture is vivid. Then extend a totally risk-free, totally obligation-free sales offer.</p> <p>Referral Systems</p> <p>Offer to consult their referral or let them sample or get a demonstration of your product or service in action without expectation of purchase, so your client sees you as a valuable expert with whom they can put their friends or colleagues in touch.</p> <p>A formal client referral system will bring you an immediate increase in clients and profit. And it doesn't cost anything to implement it.</p> <p>A referral-generated client normally spends more money, buys more often, is more profitable and loyal than most other categories of business you could go after.</p> <p>Willy Sutton story</p> <p>Focus your efforts and attention on the markets, prospects, and activities that offer you the highest probability of a payoff and you'll always do better.</p> <p>But most people don't stop and question whether there's a better way, an accessible and qualified decision maker or source they can reach easier and more effectively.</p> <p>When you do realize there are ways to focus on prospects who are more likely to be interested in your product or service, you will experience greater results with less effort, time and money expended.</p> <p>Target market</p> <p>Sit down with your client files and sales people (if you have them) and make certain you have a complete, comprehensive list of all your clients.</p> <p>Separate your clients by their various buying patterns or interests.</p> <p>Determine which clients buy what category of products or services. Which ones buy larger units of sale and buy more frequently. Identify people or businesses that purchase more of specific categories of products and services or far more specialized applications.</p> <p>How</p> <p>Note if there are similarities among various buying groups that point to opportunity trends. For example, if you discover that your biggest buyers are all doctors, or chemical manufacturers, etc., you'd be able to target more of these groups as primary prospects.</p> <p>See if there are geographical trends, demographic indications, or general, age, family, business type and/or size factors that correlate to specific buying patterns.</p> <p>When you recognize what these patterns are you can use that knowledge to fashion propositions geared more to that segment.</p> <p>Determine who in your marketing area is already selling to the clients you want to be reaching, and who has their trust, respect and goodwill. They would be selling something that either goes before, goes along with, or follows the product or service that you sell to people. Your product or service does not compete with their product or service, but it complements it.</p> <p>Step One: Ask yourself: "Who already has a strong relationship with people to whom I might be able to sell a noncompetitive but related product or service?"</p> <p>Step Two: Once you've got names on paper, contact those non-competing businesses and ask them to introduce your product or service to their audience.</p> <p>Supply them with plenty of information on what you sell, and some testimonials attesting to its high quality.</p>	
Getting Everything You Can Out Of All You've Got Jay Abraham	Three Ways to Grow your Business	1. Increase the number of clients.	<p>Referrals</p> <p>Step One: Every time clients deal with you in person, through your sales staff, by letter, e-mail or on the phone, diplomatically ask them for client referrals. But first you must set the stage.</p> <p>Tell your clients that you realize you enjoy doing business with them and they probably associate with other people like themselves who mirror their values and quality.</p> <p>Tell them you'd like to extend to them the opportunity of referring their valued and trusted associates to you.</p> <p>Then help the client see a clear picture of who in their lives could benefit most effectively, and naturally, from your services or products.</p> <p>Tell them what kind of person or business it might be, where they are, what they are probably doing - and why they'd be benefited.</p> <p>Step Two: Willingly offer to confer with, review, advise or at least talk or meet with anyone important to that client.</p> <p>Referral Systems</p> <p>Offer to consult their referral or let them sample or get a demonstration of your product or service in action without expectation of purchase, so your client sees you as a valuable expert with whom they can put their friends or colleagues in touch.</p> <p>A formal client referral system will bring you an immediate increase in clients and profit. And it doesn't cost anything to implement it.</p> <p>A referral-generated client normally spends more money, buys more often, is more profitable and loyal than most other categories of business you could go after.</p> <p>Willy Sutton story</p> <p>Focus your efforts and attention on the markets, prospects, and activities that offer you the highest probability of a payoff and you'll always do better.</p> <p>But most people don't stop and question whether there's a better way, an accessible and qualified decision maker or source they can reach easier and more effectively.</p> <p>When you do realize there are ways to focus on prospects who are more likely to be interested in your product or service, you will experience greater results with less effort, time and money expended.</p> <p>Target market</p> <p>Sit down with your client files and sales people (if you have them) and make certain you have a complete, comprehensive list of all your clients.</p> <p>Separate your clients by their various buying patterns or interests.</p> <p>Determine which clients buy what category of products or services. Which ones buy larger units of sale and buy more frequently. Identify people or businesses that purchase more of specific categories of products and services or far more specialized applications.</p> <p>How</p> <p>Note if there are similarities among various buying groups that point to opportunity trends. For example, if you discover that your biggest buyers are all doctors, or chemical manufacturers, etc., you'd be able to target more of these groups as primary prospects.</p> <p>See if there are geographical trends, demographic indications, or general, age, family, business type and/or size factors that correlate to specific buying patterns.</p> <p>When you recognize what these patterns are you can use that knowledge to fashion propositions geared more to that segment.</p> <p>Determine who in your marketing area is already selling to the clients you want to be reaching, and who has their trust, respect and goodwill. They would be selling something that either goes before, goes along with, or follows the product or service that you sell to people. Your product or service does not compete with their product or service, but it complements it.</p> <p>Step One: Ask yourself: "Who already has a strong relationship with people to whom I might be able to sell a noncompetitive but related product or service?"</p> <p>Step Two: Once you've got names on paper, contact those non-competing businesses and ask them to introduce your product or service to their audience.</p> <p>Supply them with plenty of information on what you sell, and some testimonials attesting to its high quality.</p>	Your product or service is absolutely non-competitive to the host's product or service. In the case where you approach a competitor, point out to them that any ancillary profits will result from reworking their list, after they have drawn all the profits they can from their products. This may be especially appealing

to companies who own large, 'one-time' purchaser lists.

It's not going to take away or supplant any income or profits the host would ordinarily realize.

It augments their profits.

They don't have to lift a finger or spend a dime. If they do wish to participate, that's even better.

You'll create all the marketing material - subject totally to their approval, of course. You can offer to pay all the printing, postage, and other costs - or avail them of the opportunity to joint-venture with you (correspondingly, their profit share should be commensurate with their capital and time commitment).

You'll indemnify and hold them harmless - plus you'll unconditionally guarantee every item or service sold.

The host company can have all orders and/or services routed through them for verification.

Point out that particularly in those situations where the host is far removed or totally tangential to your business, it's purely bonus income for them.

Host-Beneficiary relationships.

Once you have their attention, point out the following facts:

If you sell software for a company you could contact a salesperson who works for a corporation that sells the computer hardware to the same client base and develop a mutually beneficial relationship.

Visa and American Express have formed strategic alliances with airlines, automobile manufacturers, oil companies and others that reward consumers for using their particular credit card.

Sears and Roebuck made hundreds of millions of dollars by promoting Allstate Insurance to their clients in their stores.

Example

When major motion picture studios like Disney and Universal produce movies aimed at the youth market they develop merchandising Host-Beneficiary Relationships with fast food chains like McDonalds and Burger King.

Perfume and makeup companies will hire and pay the salaries of the people who work at the cosmetic counters in large department stores. Some of the cosmetic companies actually "own" the cosmetic counter.

General Motors, Honda, Ford, etc. will sell you a new car for \$24,995. Have you ever paid just the advertised price? Or do you buy a few extra items, like a radio, air conditioning, security system, sunroof, warranty package or financing?

Despite our good intentions, when we go out to dinner many of us up the value of our transaction when the waiter shows us the wine list, and later that damned dessert tray.

Auto dealers are putting this theory into practice with a vengeance. Instead of simply selling cars, most dealers offer their clients the opportunity to "add on" a stereo system, convenient financing, security devices, a sun roof, car phones, extended warranty and all kinds of other options to the basic purchase. As you know, they typically make such offers immediately after the client has decided to buy a car, truck or van.

It's not a question of manipulating clients while they're still feeling the happy glow of new-car ownership. The dealers are merely acknowledging the fact that what car buyers want isn't just a new set of wheels, but a total personalized transportation package.

They're not just buying convenience and mobility. They're also buying a sense of well-being, a traveling lifestyle they desire. And they are making a statement about themselves with their purchase. It's all a part of the end result the client desires.

2. Increase the average size of the sale per client.

Adding on Products/Services

List all the products and services you sell that produce a greater result for the client when used together or in logical progression. Try offering various combinations, packages, and "upsell" with these.

Then list what I call the cycles of product/service life - all the products or services other people sell that precede, parallel, complement, or follow the use of your product or service. Find the companies who sell all these products or services and see what kind of distribution, outright purchase, or Host Beneficiary deals you can make with each in order to add their items on to your client's sale.

How

Think of any logical services your client could benefit from after purchasing your product or service - like tech support, extended warranty, annual or semi-annual maintenance, pick up and delivery, etc. Could you provide any of these services to increase the value of your transaction?

If you have nothing else you can add, consider offering a larger more deluxe version of your product or service at a greater price.

Every time someone makes a purchase from you or your organization, you have an opportunity to increase the size of that purchase. It's not just to add to your short term profit. It's all about you helping your client get the optimal benefit or advantage out of the transaction they're doing with you.

They stop buying temporarily and just never get around to dealing with you again. Out of sight, out of mind. A trite phrase, but very true. Once you stop dealing with a company, no matter how valuable the product or service, you tend to fall into a different buying pattern.

They became dissatisfied. There are hundreds of reasons a client becomes unhappy and stops doing business with a company. But the important thing to realize is that rarely did you intentionally offend or dissatisfy that client.

The client's situation has changed to the point they no longer can benefit from your product or service.

Graduate the client to a larger or superior alternative product or package of goods or services.

3. Increase the number of times clients return and buy again.

Clients stop buying for three basic reasons:

adding additional related offers to the product line

They don't have to buy it, but you have an obligation to demonstrate to them the differences in performance and outcome they can expect to receive and to make them an offer that gives them an incentive for considering trading up.

add-ons and cross-selling

offer your client alternatives - alternatives that perform better and which are in your clients' best interests, not yours.

A cross-sell is introducing to the client an additional product or service that will add or increase the result of their transaction with you or your company.

How would you like to have 1,000 to 10,000 tireless salesmen and saleswomen working around the clock, calling on the maximum number of the absolutely most qualified prospects for your product or service - and never forgetting to make any selling point or any closing argument? Direct mail refers to all written material used to communicate with prospects and clients, including sales letters, e-mail, brochures and proposals.

Direct Mail

Sales letters are the most powerful prelude to telephone marketing efforts. Sending a sales letter ahead of a phone call can increase the effectiveness of the call itself by 1000%.

It's not at all unusual when you test and compare the effectiveness of one approach against another for the superior approach to outperform the inferior one by as much as ten or 20 times.

I've seen people test different variables in their advertising, websites, sales letters, live sales presentation, guarantees, USP and pricing points. Increases of 500%, 1000%, 2000% have resulted just by changing from one approach to another. In other words, you might be producing only 1/3 of the results, sales, income or profits you could be getting with the same or even less effort and cost.

One company that apparently didn't test enough is the maker of Excedrin. Several years ago they ran a multi-million dollar, national advertising campaign showing different, above-average headaches and assigning them numbers, like "Excedrin headache #9," "Excedrin headache #23," etc., where Excedrin relieved the pain.

Maximizing what you have

Test everything

The campaign created great name recognition and was seemingly very successful. But, in fact, sales went down. The company later learned that people were aware of the campaign and said that Excedrin was an excellent, stronger-than-average pain reliever, and if they had a severe headache they would

		<p>definitely take Excedrin. But if they had just an average headache, Excedrin was a stronger medication than they needed, so they would take a milder pain reliever like aspirin. The company could have saved millions of dollars and not lost market share had they done one simple thing. TEST.</p> <p>Before Henry Ford would hire anyone for an important position, he would have lunch with them. If the potential employee would salt the food before tasting it, Mr. Ford would not hire the person. The reason? Salting the food before tasting it indicated the person would implement a plan before testing it – ergo, no job. Was Henry Ford too extreme with his hiring policy based on salting before testing? Maybe. But, then again, Henry Ford was America's first billionaire.</p>
	<p>Let's say that your average new client brings you an average profit of \$75 on the first sale. He/she repurchases three more times a year, with an average reorder amount of \$300, and on each \$300 reorder you make \$150 gross profit. Now, with the average patronage life lasting two years, every new client is worth \$975. You could, theoretically, afford to spend up to \$975 to bring in a client and still break even.</p> <p>lifetime client value</p>	
<p>Other key concepts</p>	<p>It is amazing how few companies ever test any aspect of their marketing and compare it to something else. They bet their destiny on arbitrary, subjective decisions and conjecture.</p> <p>By testing different ways to say the same thing. By trying different copy. By testing the pull of one magazine against another. By testing one mailing list against another. By testing one radio time slot against another.</p> <p>Examples</p> <p>By testing one offer against another. One price against another. One guarantee against another. One sales presentation against another. One direct mail package against another.</p> <p>Make a list of all the major elements or variables in your business or career activities that produce measurable results. Include all regular situations where persuasion or influence are important to your success.</p> <p>For example; sales presentations, board presentations, setting phone agreements, advertising, catalogs, sales letters, e-mail, faxes, the conduct and attitude of your order department, client services, technical support, accounts receivable, etc.</p> <p>Testing</p> <p>Next, identify the key transitional elements in each of those activities (i.e., headlines, presentation openings, sales, closes, USP's, etc.). Then come up with at least two alternative ways or approaches to those activities. Create at least two different ways to say or communicate your "message, different pricing strategies, different positionings, and presentations, etc.</p> <p>Then conservatively and modestly test these different approaches against your current "control" approach.</p> <p>You'll be surprised at how many of your new tests outperform your old standards.</p> <p>Find every process in your business or career that could be improved and focus on making small incremental or large exponential improvements in each process. If you do that, the combined effect will be dramatic and geometric.</p>	
	<p>Here are specific components your sales letter should contain:</p> <p>Sales Letter</p>	<p>It must get the reader's attention with a powerful headline. The letter must show clear and distinct advantages in the body copy. The letter has to prove or validate your claim of benefits or advantages through factual examples – comparisons, analysis, testimonials or credentials. The letter must persuade the reader to reach out and seize the advantage you promise. The letter must motivate the reader to act, respond, order, write, come in or send back the coupon.</p>
	<p>Trading your products or services for things your business needs or wants is called "Business Barter". Barter gives you the amazing ability to vastly increase your purchasing power – sometimes by as much as 5-10 times over.</p> <p>Done right, barter also gives you the effect of having almost unlimited capital. It's like having a blank check to fill in. It allows you to acquire products and services now, but pay for them much later. And the longer you take to pay, the less it ends up costing you. You can make barter a major factor in your business growth strategy.</p> <p>Barter</p>	<p>Triangulation is the use of three separate transactions (or more) to achieve your ultimate barter objective.</p>