

# Power Parthenon

# 28 Universal Strategies to Build Your Power Parthenon

- ▶ Referral systems
- ▶ Acquiring clients at breakeven up front and make a profit on the back end
- ▶ Guaranteeing purchases through risk reversal
- ▶ Host–beneficiary relationships
- ▶ Advertising

# 28 Universal Strategies to Build Your Power Parthenon

- ▶ Using direct mail
- ▶ Using telemarketing
- ▶ Running special events or information nights
- ▶ Acquiring qualified lists
- ▶ Develop a Unique Selling Proposition
- ▶ Increasing the perceived value of your product/service through better client education
- ▶ Using public relations

# 28 Universal Strategies to Build Your Power Parthenon

- ▶ Delivering higher-than-expected levels of service
- ▶ Communicating frequently with your clients to nurture them
- ▶ Increasing sales skills levels of your staff
- ▶ Improving your teams' selling techniques to up-sell and cross-sell
- ▶ Using point-of-sale promotions

# 28 Universal Strategies to Build Your Power Parthenon

- ▶ Packaging complementary products and services together
- ▶ Increasing your pricing and hence your margins
- ▶ Changing the profile of your products or services to be more “up market”
- ▶ Offering greater/larger units of purchase
- ▶ Developing a back end of products that you can go back to your clients with

# 28 Universal Strategies to Build Your Power Parthenon

- ▶ Communicating personally with your clients (by telephone, letter) to maintain a positive relationship
- ▶ Endorsing other people's products to your list
- ▶ Running special events such as "closed door sales," limited pre-release and so on
- ▶ Programming clients
- ▶ Price inducements for frequency

# 28 Universal Strategies to Build Your Power Parthenon

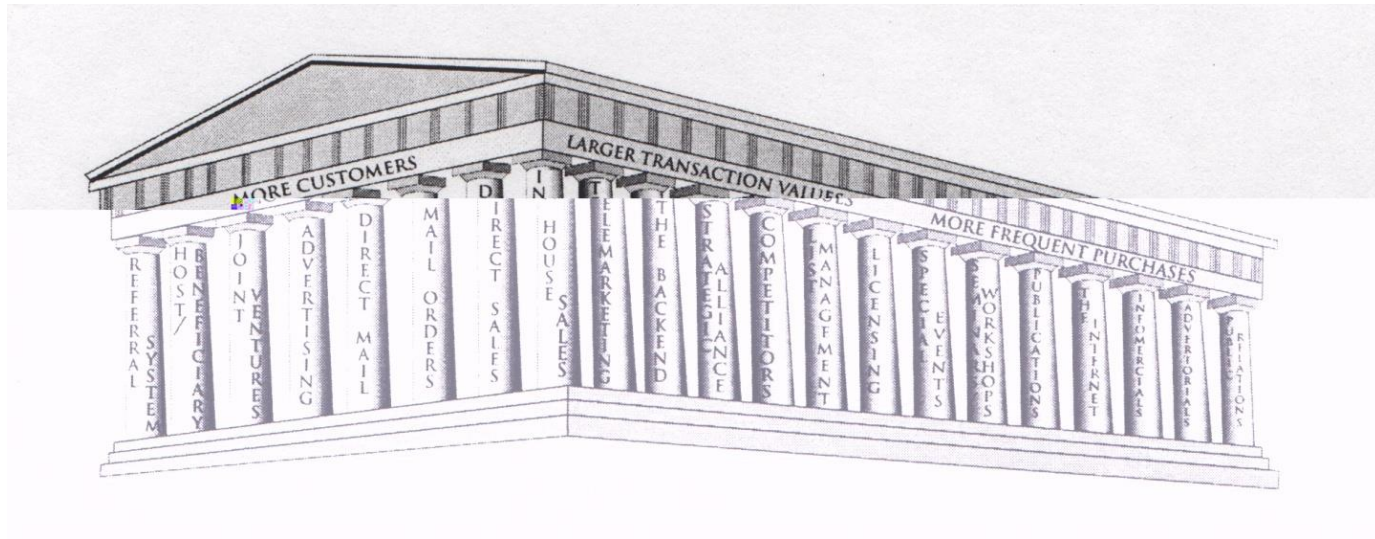
- ▶ Up-selling, Cross-Selling, Follow-up Selling
- ▶ Host/Beneficiary Relationships
- ▶ The process of identifying who else in the “cycle of business life” has established strong relationships and earned the trust of people in the same categories as the ones you’re trying to target.
- ▶ Calculating Lifetime Value, Marginal Net Worth, Allowable Cost

# 28 Universal Strategies to Build Your Power Parthenon

- ▶ What's the Marginal Net Worth of a Client?
- ▶ Re-Investing / Parlaying  
Your Current Levels of Success to Loftier Heights
- ▶ Reinvestment Multiplier Table



# THE POWER PARTHENON STRATEGY of Geometric Business Growth



ABRAHAM.COM

# 3 Ways to Exponentially Grow Your Business

## Revenue

### Direct Sales

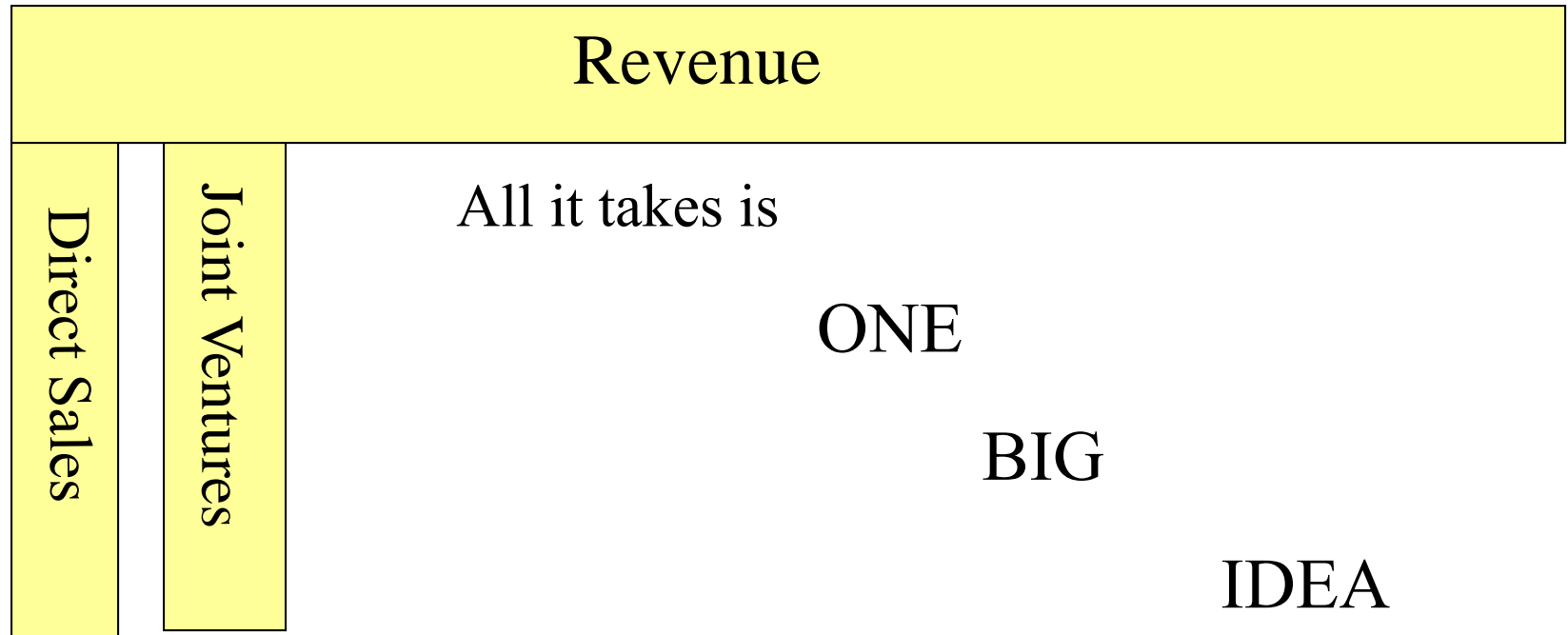
- Most businesses continuously rely on one marketing approach to grow and sustain their business...

### **(The Diving Board Philosophy)**

- What happens when that one approach becomes less effective?

Your business stream diminishes and you begin to lose market share.

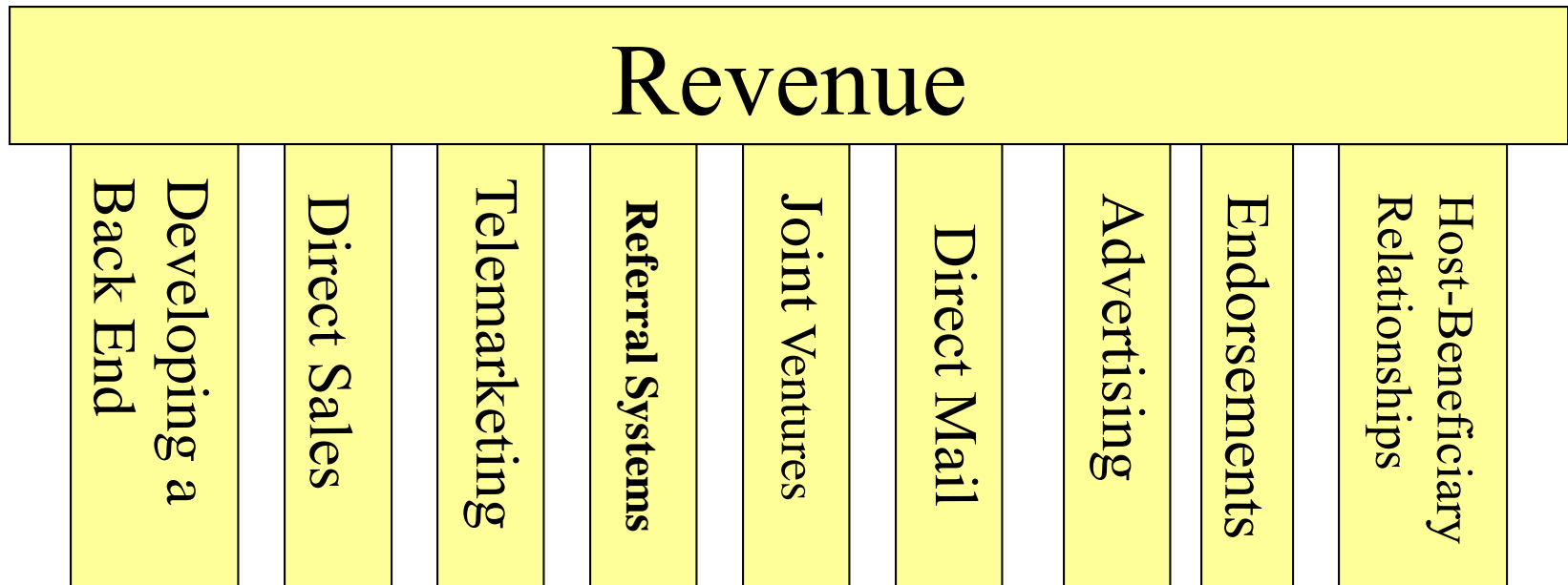
# 3 Ways to Exponentially Grow Your Business



Which one will you pick for this?!

What would happen to the stability of your business as you begin the process of formalizing your marketing profit centers?

# 3 Ways to Exponentially Grow Your Business



- ▶ What would happen to your revenue level and profitability if you combined a wide array of marketing approaches?
  - ▶ (The Parthenon Philosophy)