

THE POWER PARTHENON STRATEGY of Geometric Business Growth

Courtesy of:

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There are three ways to grow a
business...any business.

ONLY THREE WAYS

1. Increase the number of clients
2. Increase the average transaction value
3. Increase the frequency of repurchase —
Get more residual value out of each client

Increase the # of Clients		Increase the Average Dollars per Sale		Increase the Repurchase Frequency		Total
1000	*	100	*	2	=	\$200,000

To appreciate for yourself, first-hand, exactly how and why I can grow so many different businesses and practices, so fast, so big and profitable — with so little effort, time or expense, study these three pages.

OPTIMIZATION

Increase the # of Clients		Increase the Average Dollars per Sale		Increase the Repurchase Frequency		Total
1000	*	100	*	2	=	\$200,000
10% Increase		10% Increase		10% Increase		33% Increase
1100	*	110	*	2.2	=	\$266,200

A 10% increase in each of the three areas equals a 33% increase in revenue.

OPTIMIZATION

Increase the # of Clients		Increase the Average Dollars per Sale		Increase the Repurchase Frequency		Total
1,000	*	100	*	2	=	\$200,000
10% Increase		10% Increase		10% Increase		33% Increase
1,100	*	110	*	2.2	=	\$266,200
33% Increase						
1,333	*	125	*	3	=	\$499,875

Look what happens now. The results are exponential.

OPTIMIZATION

This illustration dramatizes the power of true geometry being harnessed for your business. Isn't this smarter than the strategy you're presently following?

To Grow Your Client Base, You Can Focus On:

Increasing your lead generation through:

- 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
- 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

Increasing your client retention rate by:

- Delivering higher-than-expected levels of service
- Communicating frequently with your clients to nurture them

Increasing your conversion from inquiry to sale by:

- Increasing sales skills levels of your staff
- Acquiring clients at breakeven up front and make a profit on the back end
- Guaranteeing purchases through risk reversal
- Host-beneficiary relationships
- Advertising

This and the next two accompanying pages show you 28 totally proven, frequently unrecognized, and almost totally underutilized ways to grow your business.

Do you see how many exciting and powerful options and opportunities you have available to you — right under your nose?!

To Increase the Average Transaction Value, You Can Focus On:

- Improving your teams' selling techniques to up-sell and cross-sell
- Using point-of-sale promotions
- 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

To Increase Transaction Frequency, You Can Focus On:

- Developing a back end of products that you can go back to your clients with
- 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

# of Clients		Increase the Average Dollars per Sale		Increase the Repurchase Frequency		Total
1000	*	100	*	2	=	\$200,000

Fill in the current numbers for your own business:

	*		*		=	
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OPTIMIZATION

# of Clients		Average Dollars per Sale		Repurchase Frequency	=	Total
1,000	*	100	*	2	=	\$200,000

Fill in the current numbers for your own business:

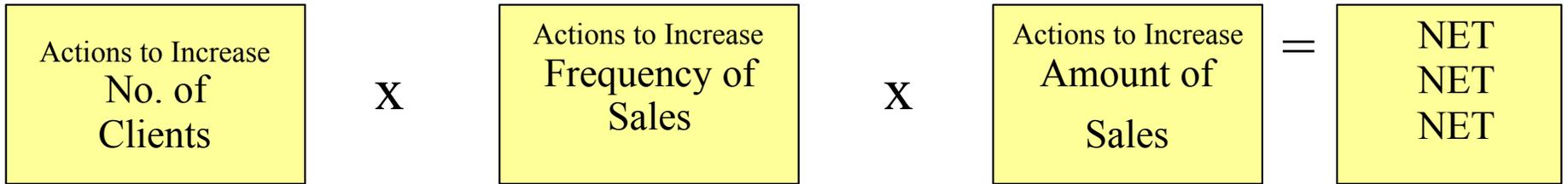
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Fill in the numbers that you project for your business after applying Jay's methods:

	*		*		=	
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OPTIMIZATION

Profit/Leverage Consolidation Worksheet



Strategy	Percent / Dollars			Percent / Dollars		
Total		Total		Total		NET TOTAL
Percent / Dollars		Percent / Dollars		Percent / Dollars		Percent / Dollars
	X		X		=	

Revenue

Direct Sales

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

(The Diving Board Philosophy)

Revenue

Direct Sales

What happens when that one approach becomes less effective?
Your business stream diminishes and you begin to lose market share.

Revenue

Direct Sales

Joint Ventures

All it takes is

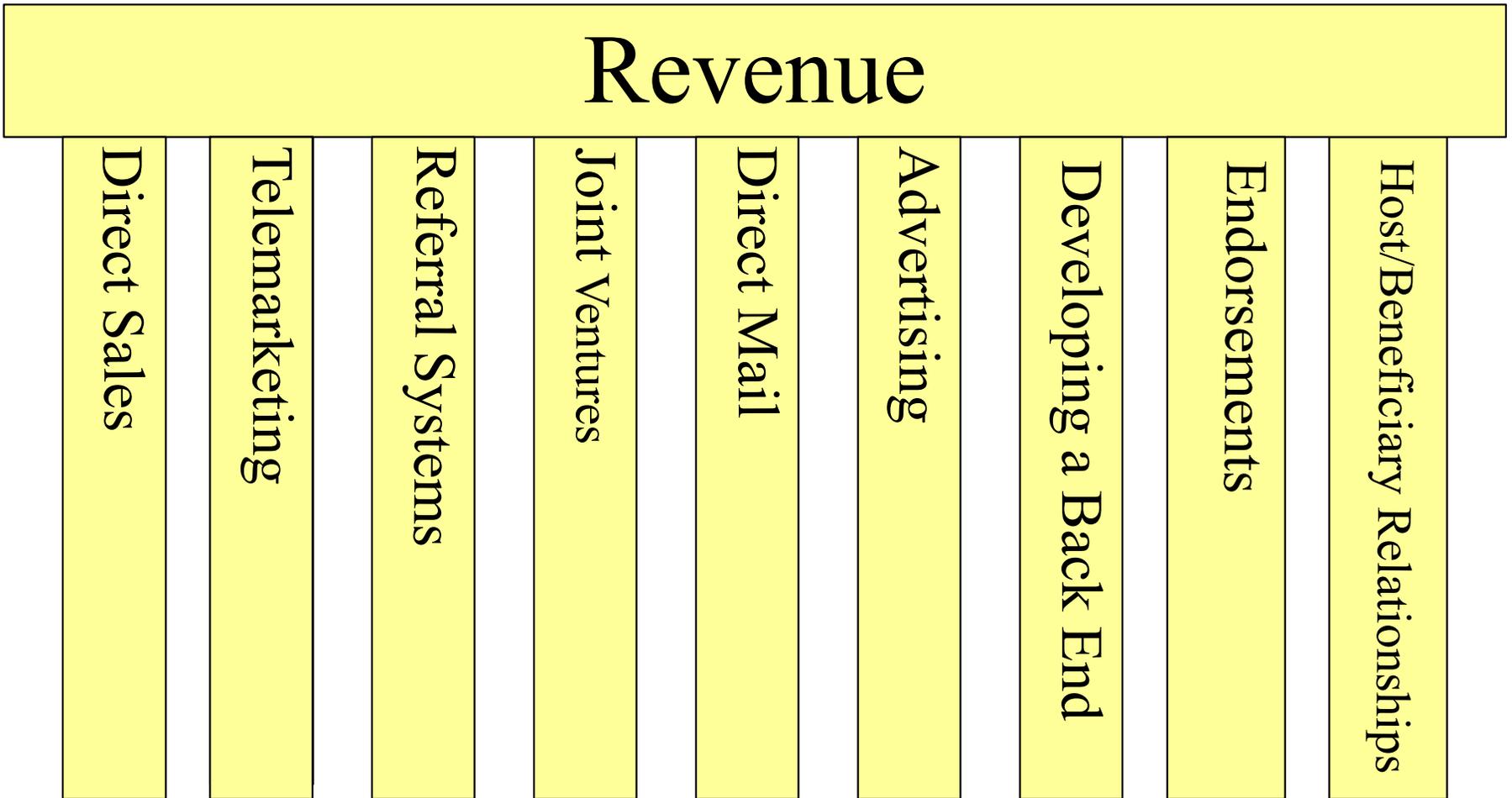
ONE

BIG

IDEA

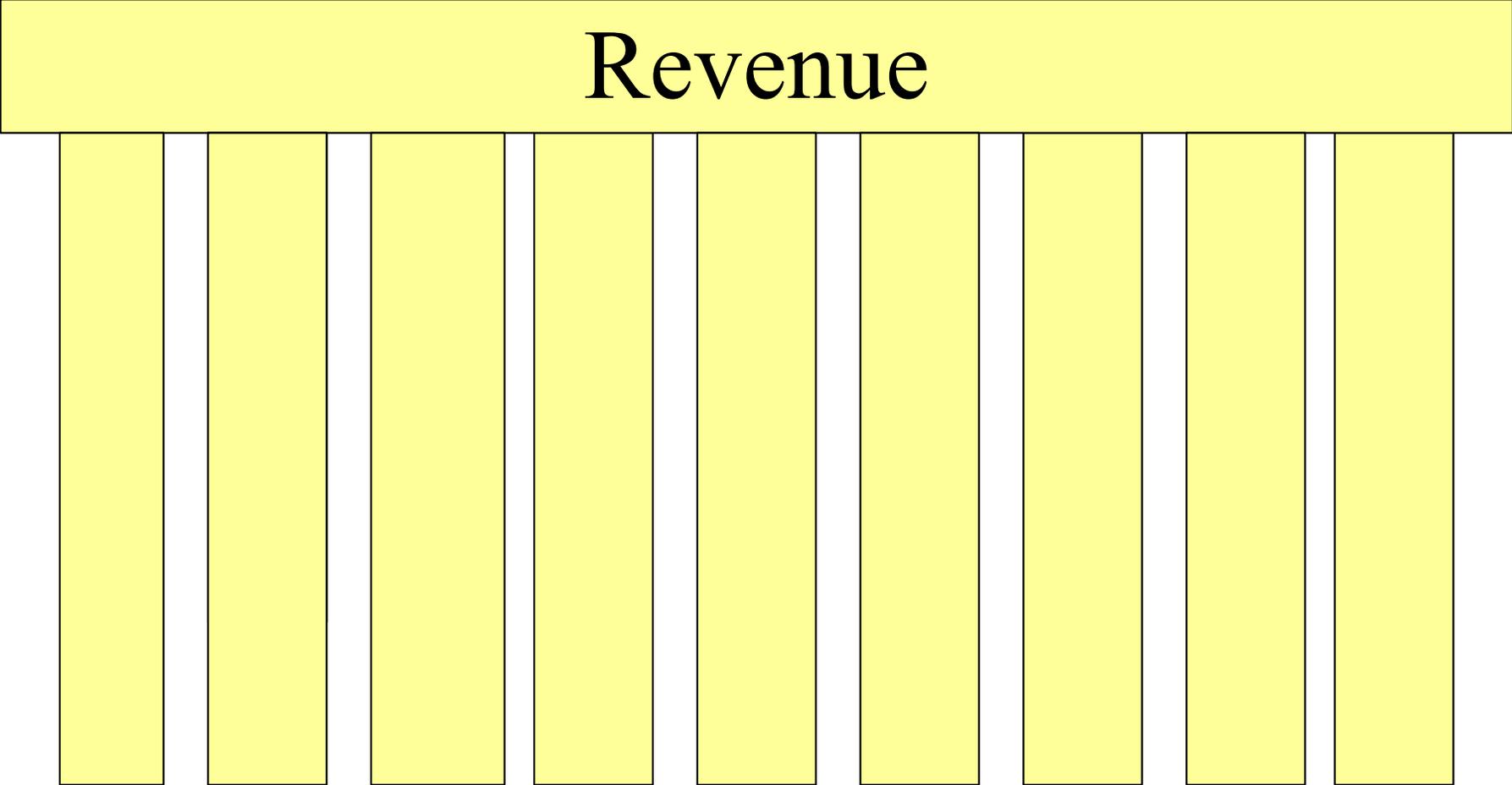
Which one will you pick for this?!

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



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

Revenue

A diagram consisting of a horizontal yellow bar at the top with the word "Revenue" centered in black serif font. Below this bar are ten vertical yellow pillars of equal height and width, spaced evenly, which appear to support the bar from underneath.

List the marketing pillars that your business is currently on.