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
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
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<tr>
<td>1,000</td>
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<td>110</td>
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</tr>
<tr>
<td>1,333</td>
<td>125</td>
<td>3</td>
<td>$499,875</td>
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</table>

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
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Fill in the current numbers for your own business:

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Fill in the current numbers for your own business:

* * * =

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

* * * =

OPTIMIZATION
Profit/Leverage Consolidation Worksheet

Actions to Increase No. of Clients  \( \times \)  Actions to Increase Frequency of Sales  \( \times \)  Actions to Increase Amount of Sales  =  NET TOTAL

Strategy  Percent / Dollars

Total Percent / Dollars  \( \times \)  Total Percent / Dollars  \( \times \)  Total Percent / Dollars  =  NET TOTAL Percent / Dollars
Most businesses continuously rely on one marketing approach to grow and sustain their business…

(The Diving Board Philosophy)
Revenue

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)
List the marketing pillars that your business is currently on.