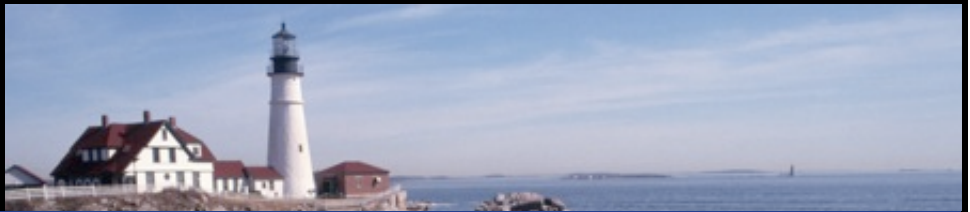




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Open Line

Guest,

Welcome to:

Building A Sales and Marketing Plan That's Implementable and Within Budget

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here: 



Featured Guest:

Ron Means
Vistage Group Chair

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Website: WWW.RHMEANS.COM

Host:

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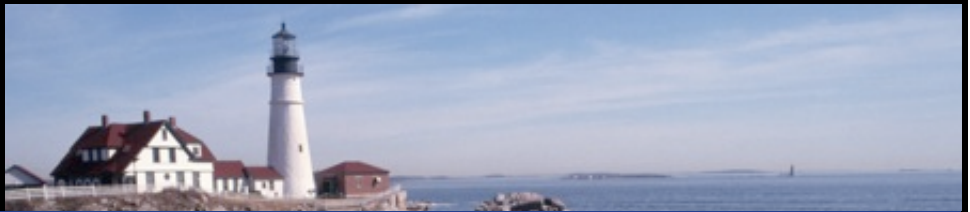
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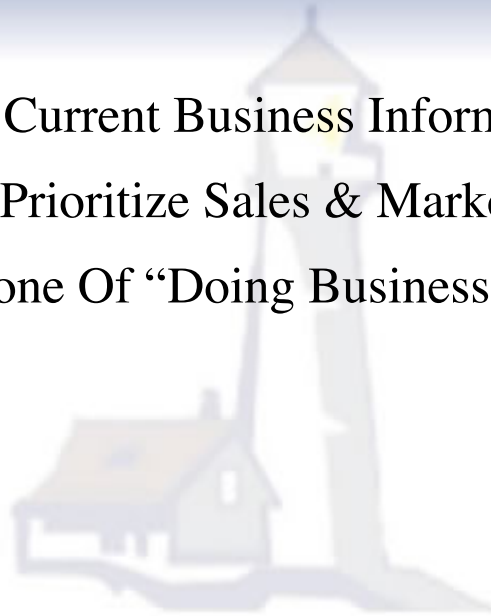


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Realize Your Potential in 3D!

- Organize Your Current Business Information
- Learn How To Prioritize Sales & Marketing Resources
- Get Into The Zone Of “Doing Business On Purpose”™



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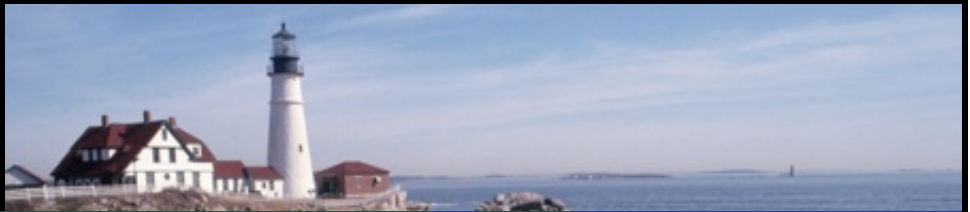
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Open Line

Better Way to Organize The Business

- Background Story: Walking Into The Trap
- There Must Be A Lesson Here
- Business Is Multi-dimensional



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Open Line

Traditional Thinking

- Geographic Territories
- Push The Product
- Incent (Kick) The Sales Team



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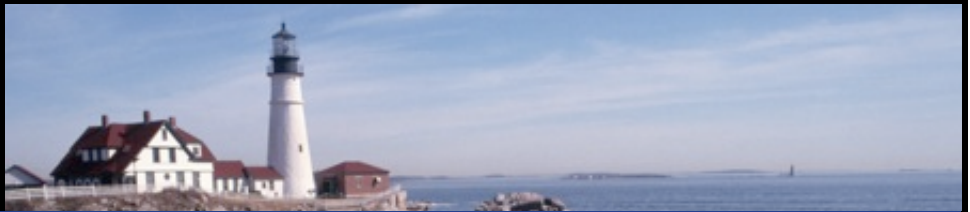
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Tried it In the Cinema Market – Didn't Work

- Pushed – Travel, Training
- Kicked - Incented
- Went Back to Lessons Learned



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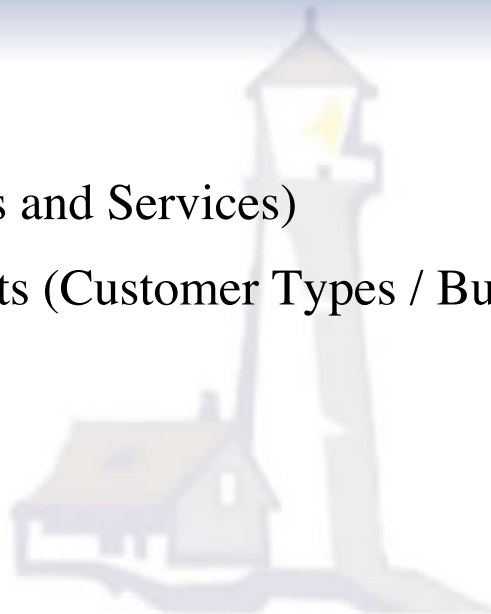


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Open Line

Build A Three Dimensional Business Model

- Geographic
- Product (Goods and Services)
- Vertical Markets (Customer Types / Business Segments)



5



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Open Line

Start With Your Current Business

- Assign Customers to Geographic Territory
- Categorize Each Customer to a Vertical
- Track Revenue by Vertical and Geographic Markets



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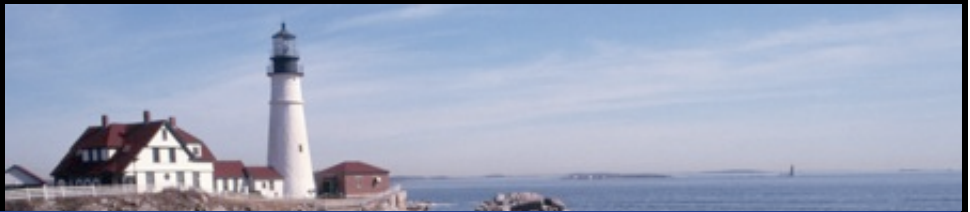
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Open Line

Build the Opportunity Model

- Vertical – Market Potential
- Geographic – Location Potential
- Goods or Services – Your Goals By Product

7



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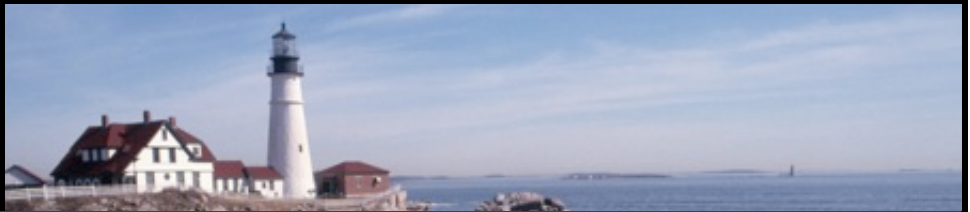
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Open Line

Cinema Example

- 7,000 Screens Going To 26,000
- Become An “Insider”
- Take Advantage Of Your “Part Time Competitors”



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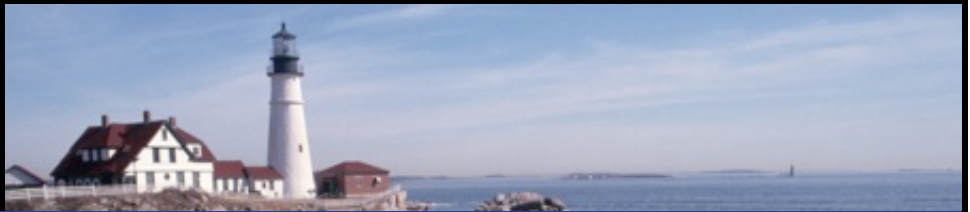
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Examples of a Small Business

- Thai Restaurant
- What's Not Working – Attracting Wrong Customers
- Geographic/Customer solution



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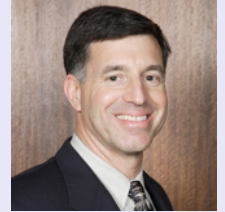
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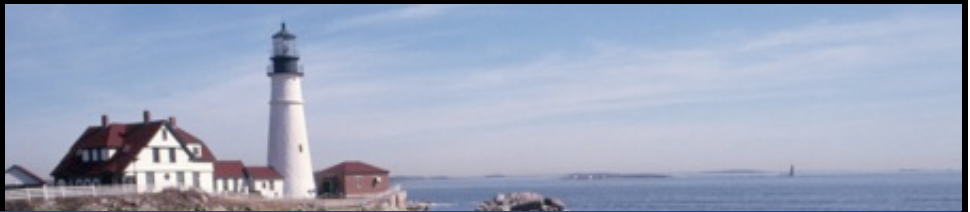
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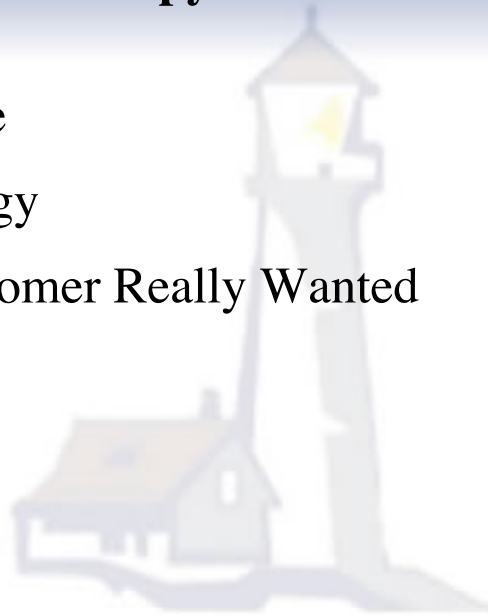


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Story of a Sleepy Camera Business

- Difficult to Use
- New Technology
- What The Customer Really Wanted



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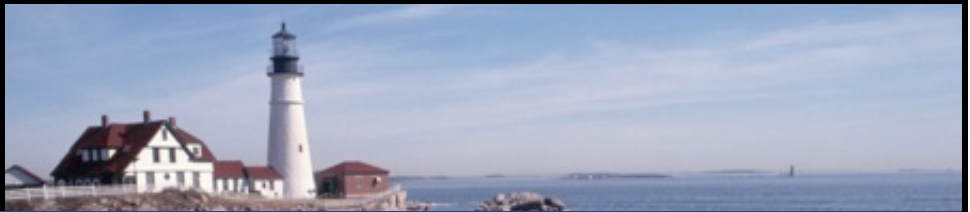
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Summing it Up

- Build Your “As Is” Database
- Do Some G2 On Demographics
- Mine the Database – Prioritize the Who, What and Where

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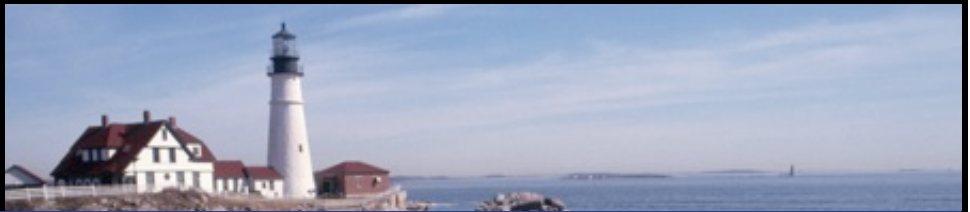
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