

Partners for Profit

Winning the Battle

Have you ever felt that you were losing the battle? Maybe your competitors are undercutting you and they may be trying to take your best customers. Have your competitors introduced new products and services that continue to bring down your profit margins? NOW IS THE TIME TO BUILD YOUR WINNING BATTLE PLAN!

How can I build a winning battle plan for my business when the competitors seem so powerful? Every entrepreneur has three major "weapons" in his/her arsenal that can be used to defeat the enemy. The key to building a successful battle plan is using these weapons in the most effective manner to systematically destroy the competition. The following are the three weapons and strategies to effectively use those weapons to win the war.

Overview Of Three Weapons:

In-Person (Marine Unit)

In-person sales calls are the most powerful sales method on a "per-contact" basis, but they also are the most expensive method of

warfare. This includes direct sales, lunches, special events, or any other activity where you are in direct contact with your client.

Phone Sales (Air-Force Unit)

Phone sales calls include telemarketing as well as any other contact made to a prospect or client utilizing the phone. It is your second most powerful sales method on a per-contact basis and the second most expensive.

Direct Mail (Navy Unit)

Direct mail includes any mailings, mass fax campaigns and also can include large seminars, advertising, public relations or any other weapons that reach a large group of people with one presentation. This weapon is the "least effective" on a per-contact basis and also is a very inexpensive method of contact.

Best Use Of Three Weapons:

The key to effective, harmonious use of all three is to use each weapon's strengths. In nearly every business, 80% of an individual's business will come from 20% of the client base. This is

This article was written by Mark Boarsma, President of Synergy Solutions. Synergy is a company that has many programs for helping businesses and individuals plan and meet their goals. Four of our centers are testing one of these programs called Action Vision. As a part of the Action Vision program, Synergy interviews the individual and creates plans and goals based on the information provided.



Jay Groot

Synergy follows up with monthly contact to monitor and assist the progress towards achieving your goals. This program boasts a 35% increase in productivity and a 95% follow through rate.

Another service offered by Synergy is a Business X-Ray that will help you identify ways to make your business more profitable.

The Franchise Services Group would like to pass on information about Synergy to you as an option for helping your business. However, we would also like to remind you that Franchise Services is available to help you with a business plan or analyze your financials at any time, free of charge.

Jay Groot

Director of Franchise Services

also true with referrals; 80% of referrals will come from 20% of your referral sources. We will refer to this 20% as "A" customers or referral sources. Businesses will have "B" and "C" referral sources.

By focusing the majority of your Marine efforts on your "A" sources you will gain the maximum benefit on a per contact basis as it is the most powerful weapon. Generally, we have found that in relationship businesses an individual should have 10 to 20 "A" sources.

Every business will lose its Marine units at some time! It's not a matter of if, but rather when, how often, and for what period of time a business will lose its Marine units.

How many "B" and "C" sources should you have and how can you cover them most effectively? To maximize the use of each of the three major weapons, it is recommended that an individual have twice as many "B" sources as "As," and twice as many "C" sources as "Bs." For example if an individual had 10 "As," they would then have 20 "Bs" and 40 "Cs" for a total of 70 individuals or accounts.

A business needs to have the resources to continually pursue their "A" sources with their "in person" Marines. Then the "A" and "B" sources are telephoned

on a consistent basis by their Air Force. By having proper marketing systems in place, a business can then use their Navy to blanket their "A, B, and C" sources with direct mail or other weapons that cover the masses at very little cost on a per-contact basis. This provides single coverage to the "Cs", double coverage to the "Bs", and triple coverage to the "As", thereby ensuring solid, long-term business growth in all three areas.

By using this method to build one's business, it also ensures that when a business loses its Marine unit (in-person sales calls), the core area of business is still being thoroughly covered by two other weapons. Every business will lose its Marine units at some time! It's not a matter of if, but rather when, how often, and for what period of time a business will lose its Marine units.

Special Offer for Franchise Owners

Jay Groot has worked out a very special offer for ICED franchise owners. Synergy Solutions, Inc. has developed an extremely powerful business X-Ray that will help you identify how to earn more money and how to do it in less time. Standard pricing for the X-Ray is \$395. For a limited time, if you are a center owner, you can get the Business X-Ray for only \$45. That is a savings of over \$350.

Please call Andrea toll free at (888) 230-2300 to request the special pricing for your personalized Business X-Ray. ®