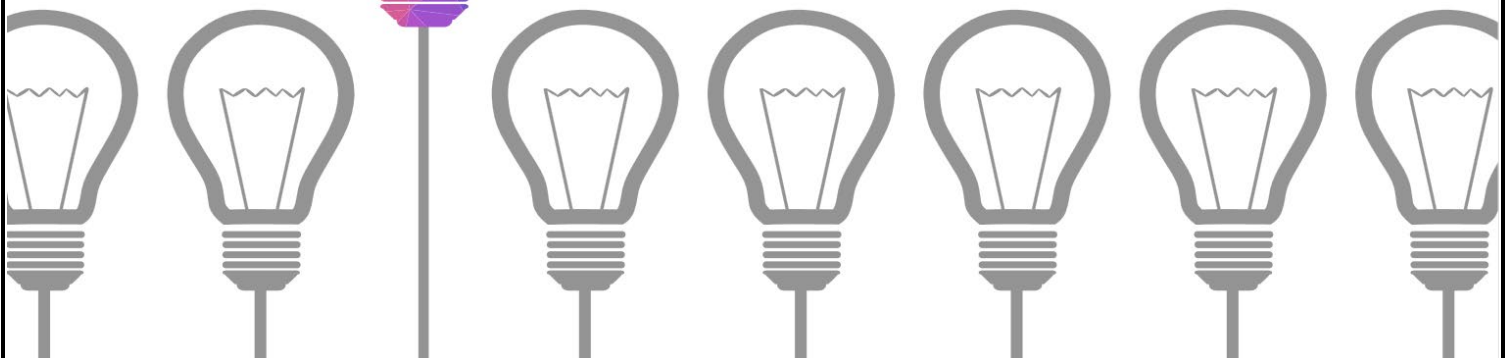


Innovative Marketing Mastery

**Increasing Your Unique-ability,
Find-ability, and Profitability**



Ideas:

Action Items:

4 Ways to Grow Your Business?

1. _____
2. _____
3. _____
4. _____



Top 3 Goals

1. _____
2. _____
3. _____

Business Success Formula



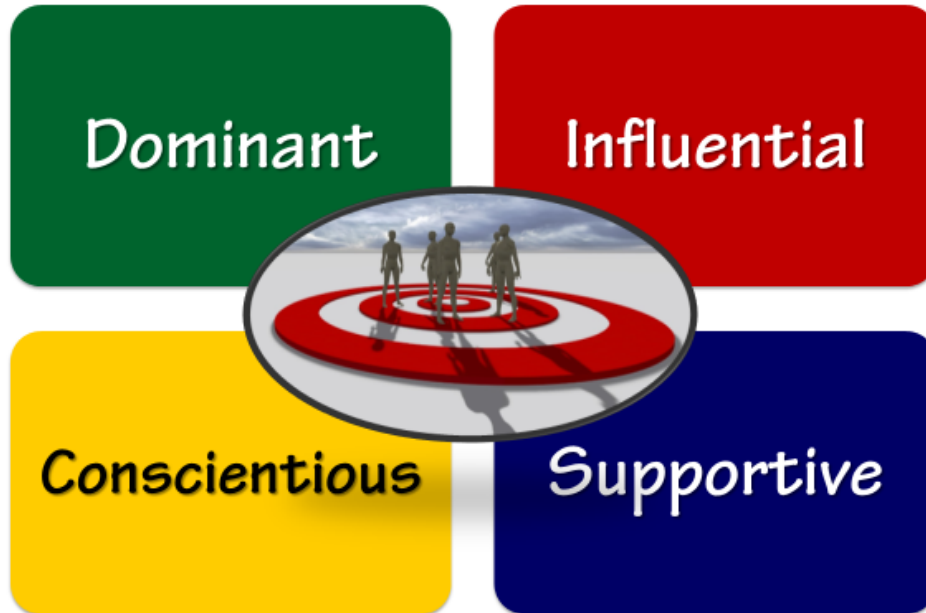
1. Cost to Acquire a Customer?
2. Conversion % Rates?
3. Profit \$ on the First Sale?
4. Lifetime Value?

Ford's 3M Marketing Performance Formula



- M _____
- M _____
- M _____

Increasing Sales Through Communication Style and Intent – how to tailor your sales style to match your prospect for maximum engagement and influence them to take action:



Ask Yourself:

“What's the #1 Skill I Could Develop to DOUBLE my Performance?”

“What Actions Will I Take to Improve That Skill Set?”

Notes:

Notes:

Notes:

About Ford Saeks, Business Growth Innovator

Ford Saeks has redefined the formula for business success. His efforts have helped companies generate a total of over a billion dollars in sales worldwide. From start-ups to Fortune 500's, Saeks is widely recognized as a Business Growth Innovator. With over 20 years' experience (ranging from retail to wholesale), he has founded over ten companies, authored four books, awarded three U.S. patents, and received numerous industry awards. Tenacity and innovation are what fuels this revenue-generating powerhouse. From grassroots to Google, Ford provides his clients with fresh perspectives and doable tactics to resolve branding, marketing, operations, and growth challenges. As President and CEO of Prime Concepts Group, Inc., an integrated marketing services firm, Ford specializes in helping businesses attract loyal and repeat customers, monetize social media, and ignite innovation.

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