

Profit.ology Club Action Blueprint

Start with Printers Profit System. These are the Business Growth Fundamentals every printer needs to install in their printing company. **DO THIS FIRST.** One module is released each month from the date you joined the club i.e. you can access 'Integration Selling' on month 5. **Everything here is in addition to your monthly printed Club Newsletters**

1 - The Account

Expander: Maximizing the opportunities in your existing accounts is the fastest route to additional sales and profits in your company. This module gives you a systematic approach that works every time it's used

2 - Attract Ideal Clients:

Only about 20% of your potential prospects hold the keys to 80% of the sales and profits available in your market. This module will show you specifically how to identify those prospects.

3 - The Difference Maker:

If you can't differentiate what you do from your competition, you'll be doomed to selling at lower and lower prices. This module shows you how to craft a value proposition your prospects are willing to pay for.

4 - Customer Finder: If you need to find new prospects to sell to, this is the fastest and most predictable way to do it. It's a core part of what we do in each company where I'm involved.

5 - Integration Selling:

This is an additional system for generating new prospects. This takes a little longer but in my experience produces even better results. I use this strategy in EVERY company where I'm involved.

6 - First Meeting

Advantage: This system gives you a 4 part strategy for conducting first meetings with prospects. It's gets you out of the 'Quote & Hope' approach to selling.

Option: # 7 - Access

Control: This was an optional purchase. If you purchased this option do it after you've done the 6 modules in Printers Profit System. That will get you the best results.

Option: GTS Guided Time

Management: This was another optional purchase. If you purchased this option you can do it any time. It's about higher level strategies for getting more done with less resources.

Option: Recruit

Superstars: This was another optional purchase. If you purchased this option you can do it any time. It's a step-by-step system for recruiting sales superstars who are more likely to hit and exceed targets.

Option: Sales

Compensation Secrets: This was another optional purchase. If you purchased this option you can do it any time. It's a set of strategies, tools and mechanics for paying sales people so they are motivated to achieve the objectives of the company.

Profitable Marketing: This program will NOT be released until later this year. It will be an **optional program.** It's only for people who sell to marketing departments or business owners who use print as part of the marketing mix. It teaches you everything you need to successfully advise your clients about marketing... without having a degree in marketing.

Additional FREE Bonuses

Printers Profit Trends:

This is a set of interviews I conducted with 14 different experts across the global print industry. It was originally \$53 to access each interview. As a Profit.ology Club Member, you now get them all for FREE. There is an audio track, an edited transcript and a summary with each interview. You get all 14 for free. Just click on a link to get going. Can be done at any time. These interviews will reinforce what you learn in the other modules

Profit Rules For Printers:

I think you'll really like this bonus. It's a series of business growth tips especially for printers. Each tip is short and concise. There are 132 in total separated into 10 categories. I'd recommend you download and print the PDF file and keep it either on your desk or in your briefcase. Continually refer to it to get inspired about growing your printing company

Coming Soon: There are more surprises coming in Q3 & Q4 2010. I can't tell you what they are now, but you'll like what's in store. Everything that's coming is focused on sales... profit... and cash flow strategies for printers.