

INTELLIGENT GROWTH SOLUTIONS SINCE 1996

INFORMATIONAL MARKETING

PUBLIC RELATIONS

WEB AND GRAPHIC DESIGN

SALES SUPPORT

ADVISORY SERVICES



*Grow Sales, Inc.*



## WHY GROW SALES, INC.?

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Success has a price ... and here's why.

Core competencies are a limited resource. The more proficient you become at yours – manufacturing, distribution, and customer service – the less well you're apt to do in other critical areas. Don't lie awake wondering how to create and implement an ongoing comprehensive business development strategy. Call the professionals: Grow Sales, Inc.

Our core competencies include marketing, public relations, graphic design and business advisory services for a few select industries. With Grow Sales, Inc. at your side, you will have a fully customized marketing and sales support system that will ease the stress of generating new sales. You can count on our team of professional business advisors to make it happen for you.



## CLIENT GOALS

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Our mission is to accomplish the following for you:

- **Win top of mind positioning.** When decision-makers have important projects to outsource, you need to get the call. We will help your name be on the tip-of-their-tongue when it counts.
- **Move the battlefield away from price.** Fear is and has always been the primary driver of high-level business sales. Our information-first approach to marketing will inform your customers that your company is the safe choice and is worthy of a premium price. A low pricing strategy is not a sustainable competitive advantage. End of story.
- **Create irresistible business relationships.** You win the game when your customers say, "I can't live without you!"



## INFORMATIONAL MARKETING

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As sure as the sun will rise, your customers and key prospects will receive intelligent communications from you. We call this part of our service a customer nurture program.

*"A customer nurture program is a marketing system in which key business influencers at carefully targeted companies receive useful information on a regular basis."*

We can accommodate the production and distribution requirements of any budget – in fact, we often suggest low-cost marketing solutions such as postcards, standard size letters and 100% opt-in broadcast e-mail. When it comes to money, we protect yours like we protect ours.

## PUBLIC RELATIONS

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In today's advertising-skeptical business environment, the media should be a powerful ally in the ongoing battle to tilt public opinion in your favor. Grow Sales, Inc. has ghostwritten and published hundreds of client-bylined feature length articles. Our work frequently appears in leading publications such as:

*Printing Impressions, American Printer, Graphic Arts Monthly, High Volume Printing, Quick Printing, Instant & Small Commercial Printer, GATFWorld, Printing News, In Plant Printer, and dozens of others.*

We also write and distribute countless media releases highlighting our clients' newsworthy events and accomplishments.





## WEB SITES / GRAPHIC DESIGN

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The Grow Sales, Inc. staff includes business advisors that began their careers in graphic design. You can count on your carefully branded corporate image to compliment your message and unique selling proposition.

Our design team has developed and currently maintains many Web sites. We blend useful content, attractive appearance, intuitive navigation and up-to-date information into compelling promotional materials. For example, every month we send dozens of electronic tip sheets to our clients' opt-in e-mail lists, complete with fast loading, great looking graphics.

The bottom line? Our clients are positioned for success in an increasingly electronic world.



## POST SALES COMMUNICATION SUPPORT

What happens after a typical sales meeting? Follow up with samples? A standard corporate packet or letter? Or nothing? Instead, show you care by sending a fully customized one-to-one post sales call brochure.

Opportunities from today's qualified prospects are too valuable to waste. Overpower your competition by making your post sales communications personal and relevant. If your sales team takes the time to do this, key business influencers at the right companies will know they've been heard ... and that's half the battle to winning all important new business.

With our easy-to-use online submission form, your selling professionals will be able to focus on what they do best: Sell.



## SALES COACHING & TRAINING

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Help your sales and customer service representatives work better with regularly scheduled Grow Sales, Inc. coaching sessions. Common topics include: Territory planning, time management, on-going motivation, conflict resolution, cold calling, voice mail, and personality mapping.

### KEYNOTE SPEAKER AVAILABILITY:

For special occasions, Grow Sales, Inc. team leaders offer dynamic seminars in four formats: After dinner; Three-hour; Full-day; and, Two-day. The most commonly requested topics are "Win Top-of-Mind Positioning" and "Move The Battlefield Away From Price."



## ADVISORY SERVICES

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You can rely on your Grow Sales, Inc. team to tell it to you straight. You'll get what you need to know, not what you want to hear. Company leaders require productive discourse, not affirmations of their own beliefs and ideas. It is highly unusual for subordinates to be truly objective about organizational change. One of our promises to you is that your business advisors will be objective at all times.

The Grow Sales, Inc. team has professional skills in the following areas: Strategic planning, marketing and branding, web & graphic design, writing, sales/customer service/management training & coaching, business development, finance and administration.



## HOW WE WORK

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We become a part of your organization.

Grow Sales Inc. business advisors work closely with key members of your management team. You'll never receive a report in a proverbial clear plastic binder. Fancy reports don't cut it; only action does. We can implement nearly everything we recommend. Our work is behind the scenes, because you and your people need to be the "industry ambassadors," not us.

Although we accomplish a lot via the phone and electronic communications, a Grow Sales, Inc. advisor will travel to your facility at least once a quarter, usually more, regardless of geographic location. Reasonable access to your team is expected and required.



## INFORMATIONAL RESOURCES

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We practice what we preach. Our Web site, [www.growsales.com](http://www.growsales.com), is full of useful information. We distribute a monthly tip by e-mail to an opt-in list. Grow Sales, Inc. advisors have published dozens of feature length sales, marketing and management articles in leading trade publications.

We have written three books published by GATFPress (PIA/BIA): *Binding, Finishing & Mailing: The Final Word* (1999), *Win Top-of-Mind Positioning* (2000), and *Direct Mail Pal* (2002). A significantly expanded second edition of *Binding, Finishing & Mailing: The Final Word* is due out soon.

NOTE: Subscribe to our monthly e-tips by visiting [www.growsales.com/subscribe](http://www.growsales.com/subscribe).

# FREQUENTLY ASKED QUESTIONS

*Is Grow Sales, Inc. a long term solution?*

With few exceptions, most clients stay with our program for years. Some date back to 1996, the year we began. Grow Sales Inc. business advisors are communication and management specialists. We know what works and start producing literally from day one.

*Is a long-term commitment necessary?*

Unless you request it, you are never locked into a typical "contract." A good-faith handshake is all it takes to start growing your sales today.

*Do you bill by the hour?*

Absolutely not. We never want our clients to think about money when they need us. Our fee structure is simple: A reasonable monthly retainer plus pre-approved documented expenses.

*How much access do I have to my GSI Advisors?*

We are available for our clients anytime.

*How do we get started?*

The first step is to schedule a non-obligatory meeting. For this initial meeting, we waive all fees in exchange for transportation costs. Within a few hours we'll know if we're the right solution for your company's growth needs..

## **Grow Sales, Inc.**

932 Hungerford Dr. #12B, Rockville, MD 20850-1751  
phone 301-294-9900 • fax 301-294-9900  
www.growsales.com • info@growsales.com