

Grow Your Business Revenues With Growth Maker

Growth Maker Limited is a specialist marketing and sales services provider that delivers a complete package of solutions for businesses with a turnover of more than £300K ... that want to grow revenues faster. Located on the Buckinghamshire/Oxfordshire border, Growth Maker has engineered three service packages that tackle the two core obstacles to revenue growth - forgettable marketing and ineffective sales.

We act as your marketing and sales departments on an interim basis and will take the solution from marketing auditing and planning through sales visits to customer contracts. These aren't training or coaching services - we actually do all of the work on your behalf.

MARKET GROWER

Starting with a 'warts and all' audit of your current marketing activities, the Market Grower service will work with you to define revenue aspirations for the next two years and then build a marketing strategy that fits within your budget reach.

The service continues by designing, building and deploying any marketing tools that are needed, taking care to make best use of existing investments.

The service then takes on the management and delivery of cost-effective lead generating programmes that build the platform for results-driven sales engagement.

SALES GROWER

Sales Grower links up with the leads from the Market Grower service (or other sources) and combines them with professional account management of current customers to build a strong sales pipeline.

The pipeline is then prosecuted on an interim sales/sales management basis through calls, visits and proposals right up to contract signature.

The service works as well on a stand alone basis as it does when supplementing existing sales resources. In addition, Sales Grower can also be used to cover prolonged sales staff absences.

BUSINESS GROWER

Business Grower is more than just the joining of the Market Grower and Sales Grower services. Business Grower is a true end-to-end solution that protects existing revenues whilst generating new revenues.

The service includes use of the market-leading "salesforce.com" CRM software to allow total transparency of all customer-facing activity.

It also offers a shared-risk component against pre-agreed sales performance, so if we miss our sales targets you get a portion of your money back from an independently controlled escrow account.

Onwards and Upwards with Growth Maker

We'll manage the whole process through marketing auditing, strategy development, programme roll-out, appointment making and right up to contract taking. Then hand over a proven working system for future revenue generation. Growth Maker - a joined-up set of services from a joined-up supplier - making revenue growth easier for you.

GROWTH MAKER

BUSINESS GROWER

Business Grower is an end-to-end marketing and sales service specifically designed for companies that turnover in excess of £300K. It combines the Market Grower and Sales Grower services to build all of the required marketing/sales tools, create and manage prospecting programmes and finally deliver customer contracts to grow your revenues and profitability.

We are so sure of the results of the Business Grower service that we offer a shared risk-reward payment plan for all of the sales related components. Basically, if we don't meet the sales targets that we've agreed with you ... then you'll get a share of your money back!

Shared Risk-Reward

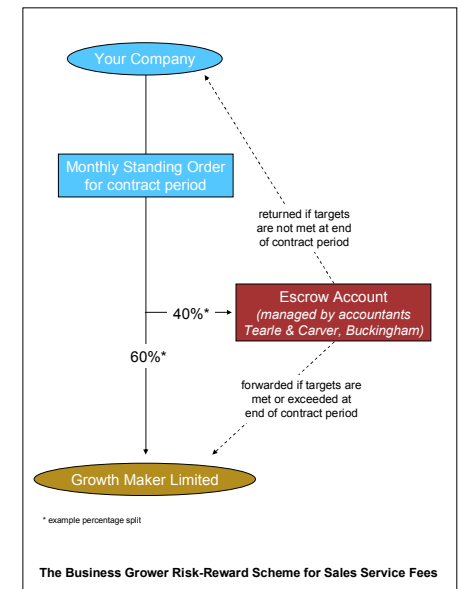
To keep things simple for everyone, Business Grower doesn't work on a commission basis (i.e. a share of the new revenue or profit that we contract for you). We use our experience to work out the cost of all of the marketing components and the amount of interim sales time (cost) that we'll need to meet the sales goal over the period that we've agreed. That's the total amount that we'll earn if we hit or exceed our goals.

We then invoice you in two ways. Firstly, for all of the marketing costs, we invoice 100% as and when we complete the major tasks, normally monthly in arrears. Secondly, for the interim sales costs, we agree a proportion that will be paid monthly by standing order into an independently managed escrow account alongside a proportion that is paid directly to us.

At the end of the agreed sales period, if we've not met the sales targets then the money in the escrow account is released back to you. If we hit or exceed the targets it's released to us and there is no more for you to pay. In all cases the marketing costs are not refunded because you can continue to take benefit from the work and materials created.

The exact proportion of the monthly sales fees that are held in the escrow account will depend on the sales target and the relationship between the sales-cycle length and the Business Grower contract length. For example, a service or product that has a two month sales-cycle within an eight month Business Grower contract would typically split 40% into escrow and 60% to us. A product or service with a longer sales-cycle, but still within an eight month Business Grower contract, would have a lower proportion going into the escrow account as the chances of making sufficient sales within the time period are reduced.

The setting of all fees and escrow percentages are conducted in discussion with yourselves and depend heavily on individual circumstances and timeframes. Our goal is to create a win-win arrangement where you make the new sales and revenues that you want and we make the revenues that we want. It's a simple as that.



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