



## **SALES & MARKETING RATE SHEET**

### **COMPLETE BUSINESS PLAN ♦ \$1350**

This service includes conducting a thorough research on your industry, competition and developing a comprehensive marketing strategy and plan. We also provide a complete analysis of your current business, and project where your business will be in the next three to five years. We also include complete financials with estimates for the next 5 years.

### **COMPLETE MARKETING PLAN ♦ \$750**

This service includes monthly marketing calendar and budget for 12 months plus a detailed marketing plan for your approval

### **MARKETING SESSION & WORKSHOP ♦ \$250**

This 3-hour workshop will review your current marketing plan and make suggestions for improvement. The advice we provide includes:

- Determine which niche market is best for your business
- What is your message? If you don't know, we figure it out
- Figure out what resources you need – such as mailing list, more contacts, more referral sources, marketing materials, etc
- Analyze all your present marketing materials
- Analyze your current website design, copy and how it flows with current branding, materials, functionality and possibly give additional resources for better services and updates.

### **SALES TRAINING ♦ \$50 PER HOUR**

Using our exclusive hands-on approach, we will provide on-the-job sales training. We will teach fundamental selling skills one-on-one, focusing on the specific training issues that affect your business most.

### **SALES TRAINING SEMINAR ♦ \$200**

This 2-hour seminar is conducted at your place of business or a location of your choice. Training includes basic selling skills, the finer points of excellence in service and much more. Due to the intensive nature of this seminar, seating is limited to a maximum of 10 attendees.

### **DIRECT OUTSIDE SALES REPRESENTATION ♦ Commission Only**

Our job is to increase your sales on a monthly basis. Using phone, email and in-person presentations, we go out and demonstrate the benefits and features of your products and services to a specific target market. We are hired to handle all or part of the sales process. For example, we may be required to first do the prospecting, make the sale, get the contract signed and collect payment. Alternatively, we simply make the initial sales presentation and when the prospect is ready to move forward with the sale, our client is brought into the picture to arrange the sale and collect payment. We may also be required to handle customer service details regarding your customers, especially those customers generated by us.